Jan. 21, 1936. T. P. CUNNINGHAM 2,028,650

ADVERTISING FOLDER

Filed May 19, 1934

Fig. 1

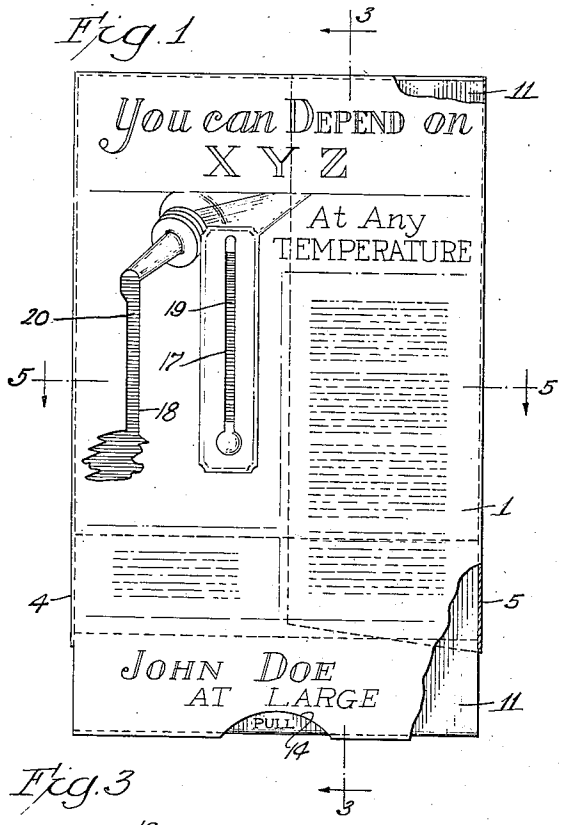


Fig. 2

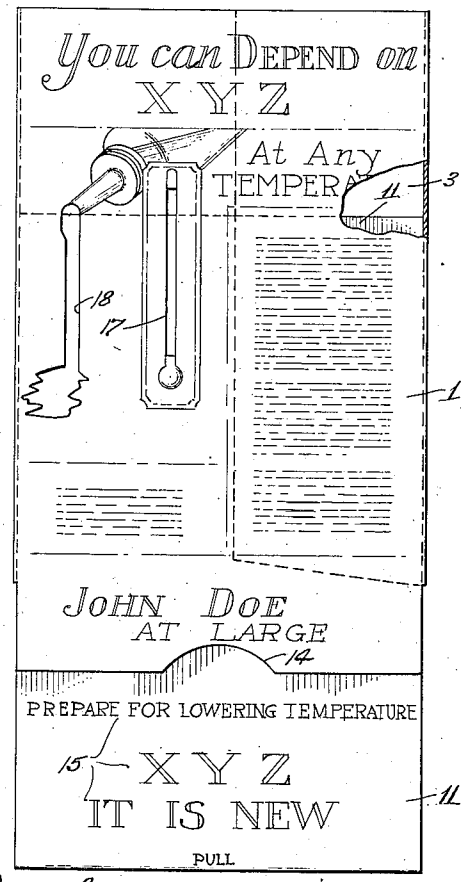


Fig. 3

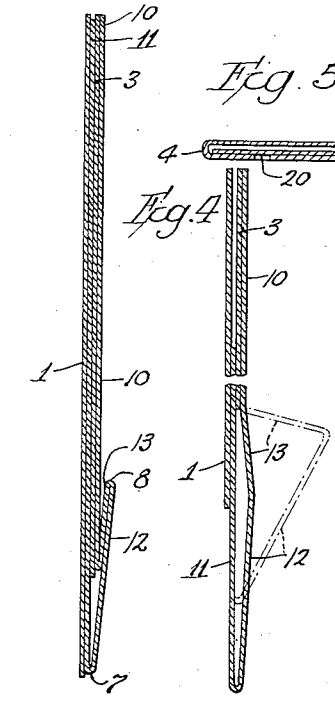


Fig. 5

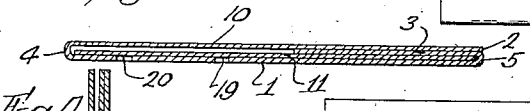
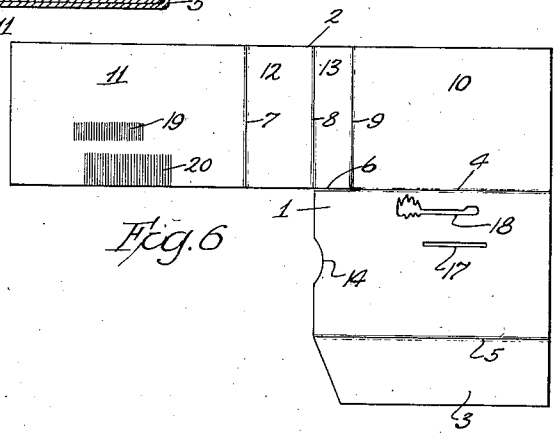


Fig. 4

Fig. 6



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Patented Jan. 21, 1936 2,028,650

UNITED STATES PATENT OFFICE

2,028,650

ADVERTISING FOLDER

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Application May 19, 1934, Serial No. 726,584

5 Claims. (Cl. 40—65)

This invention relates to improvements in advertising folders and the like.

A principal object of the invention is the provision of a folder having on its face and on other parts advertising material and constituting at the same time a carrier or container for additional advertising material which normally is concealed but which may be displayed upon rectilinear movement of a portion of the folder in a certain direction, and which may be again concealed upon movement in the opposite direction.

Another important object of the invention is the provision of a folder of this character made up of a single sheet on which a plurality of advertising areas may be printed by a single operation, and which includes a plurality of panels or flaps for advertising material, movable relatively to each other, without requiring a pasting or similar operation in order to fasten these panels movably together.

A further object of the invention is the provision of an advertising folder in which area portions of a carrier for advertising material may be cut out to produce, upon movement of another carrier integrally united with the first named carrier, a novel display effect for advertising material behind the cut-out portions, while normally this additional advertising material is concealed.

Numerous other objects and advantages of the invention will be apparent as it is better understood from the following description, which, when taken in connection with the accompanying drawing, discloses a preferred embodiment thereof.

On the drawing,

Figure 1 is a front elevation of the entire device with parts broken away;

Fig. 2 is a similar front elevation with a secondary carrier of advertising material in display position;

Fig. 3 is a longitudinal section taken substantially on the line 3—3 of Fig. 1;

Fig. 4 is a similar fragmentary section with a secondary carrier in display position;

Fig. 5 is a horizontal sectional view on the line 5—5 of Fig. 1; and

Fig. 6 is a top plan view of the blank from which the folder may be made.

The carrier of the advertising preferably is made of a blank of fairly strong paper or the like (Fig. 6) which comprises a front panel 1 of approximately rectangular outline and a lateral longer panel 2 connected with the front panel 1 at one edge, the front panel also having at the opposite edge a lateral flap 3. The lateral panel 2 as well as the flap 3 may be folded against the front panel 1 along the lines 4 and 5, preferably to the rear of said front panel, and a part of the lateral extension is separated from the front panel by a slit or narrow incision 6 which is in alinement with the score or folding line 4.

The extension 2 is made up of a plurality of portions contiguous to each other along score or folding lines 7, 8 and 9, which are at right angles to the score lines 4, 5 of the front portion. The area portions which are partly confined by the score lines 7, 8, 9 of the lateral extension 2 constitute a cover 10 and a secondary display panel 11 located adjacent the ends of the lateral extension 2 while the intermediate portions of this extension are formed by panels 12 and 13, preferably of unequal width.

For the purpose of converting this single sheet of material into an advertising folder in which two area portions may be rectilinear relatively to each other, it is advisable to fold the panel 10 of the lateral extension against the back of the front portion 1 on the score line 4 and then to fold the two panels 12 and 13 flat against each other to the rear of the panel 10 (Fig. 3). The secondary display panel 11 which is connected with the panel 12 on the score line 7 is then folded to the rear of the front panel 1 so as to occupy a position between the front panel and the rear panel 10. In order to provide a guide for confining the movement of the secondary panel 11 to a rectilinear path, the flap 3 is folded on the score line 5 to cover the free edge of the display panel 11 and to lie between said display panel and the rear panel 10 of the lateral extension 2.

The front panel 1 is provided adjacent the lower edge with a notch 14, and through this notch the central part of the edge 7 and a small part of the secondary display panel 11 is normally visible.

If the central part of the lower portion of the secondary display panel 11 is gripped through the notch 14 and a pull is exerted thereon, the two panels 12 and 13 which were folded towards each other will be unfolded or alined, permitting the display panel 11 to be moved rectilinearly and to display on its face additional advertising matter, as for instance indicated in Fig. 2 at 15. A lateral movement of this display panel is prevented since the flap 3 lies against one edge of the display panel while the fold produced between the front panel 1 and the rear panel 10 of the lateral extension 2 lies against the opposite edge of this display panel 11. The movement,

therefore, is confined to a purely rectangular movement of the secondary advertising carrier 11.

It will be noted that a connection between the various parts of this advertising carrier by means of adhesive, clips or the like may be entirely dispensed with, and that subsequent to placing the parts in folded condition, they will be readily held in this condition. Owing to the resiliency of the material of which the advertising carrier is made, the panels 12, 13 will return to their original collapsed condition, as shown in Fig. 3, when after the exertion of a pull on the lower edge of the advertising panel 11 the latter is pushed home again into the pocket created by the front panel 1, the rear panel 10 and the lateral flap 3.

It will also be noted that the advertising material on the display side of the front panel may be as desired and that upon the secondary carrier 11 being pulled out of the pocket additional advertising material is displayed thereon.

In the embodiment of the invention illustrated on the drawing, the advertising portion 1 is provided with cut out areas, indicated by reference characters 17 and 18, and it will be obvious that a part of the front face of the secondary display panel 11 will be visible from the front through the cut out portions of the front panel. During the rectilinear movement of the secondary panel 11 relatively to the front portion 1, other differentially indicated display parts 19, 20 of this secondary carrier may be displayed through these cut out portions. This rectilinear movement of the secondary display carrier 11 may, for instance, represent the flow of a liquid from a discharge spout, or it may simulate the alterations in the indicator column of a thermometer, or similar instrument.

These references to the flow of a liquid or change of thermometer position, however, are made by way of illustration only, and it will be apparent that the structure will lend itself to numerous purposes in which it is desired to produce a novel and striking effect through the movement of a display carrier, normally not visible, relatively to the visible portion of another display carrier.

It will also be seen that the entire device when completely folded, occupies a very small compact space and that it can, on this account, readily be mailed or distributed in the form of hand bills or the like.

It will also be understood, that owing to the absence of additional operations, as pasting, clipping or the like, the cutting of the entire folder, including the production of the cut out portions, may be carried out in a single operation, while the printing and folding may be done in a single operation also, so that the entire advertising carrier in its completed form may be produced very economically.

It is thought that the invention and many of its attendant advantages will be understood from the foregoing description, and it will be apparent that various changes may be made in the form, construction and arrangement of the parts without departing from the spirit and scope of the invention or sacrificing all of its material advantages, the form hereinbefore described being merely a preferred embodiment thereof.

I claim:

1. In a device of the character described, a front panel having advertising matter printed thereon, a lateral extension of said front panel integral with the same and foldable to the rear of said front panel, a second advertising panel united with said lateral extension and foldable between said lateral extension and said front panel, and means for confining the movement of said second panel to a rectilinear path.

2. In a device of the character described, the combination of a front panel, a second panel, a cover for the rear of second panel, extensible and collapsible connecting elements between said second panel and said cover, said front panel, second panel, cover and extensible connections all being made of a single piece of sheet material.

3. An advertising device, comprising a front panel, a second panel, a cover for said second panel, expansible and foldable connecting elements between said cover and said second panel, a guiding flap on said front panel adapted to be folded about one edge of the second panel, said cover being adapted to be folded about another edge of the front panel, said front panel, rear panel, cover and foldable connections all being made of a single piece of sheet material.

4. In an advertising device of the character described, the combination of a front panel, having printed matter and cut out portions, a second panel, a cover, a pair of connecting strips integrally united with and between said cover and said second panel, said connecting strips being adapted to be folded against each other and to be unfolded to assume an extended position, the second panel having portions normally displayed through the cut out portions of the front panel and the second panel being provided with differentially arranged display portions, whereby upon movement of said second panel relatively to the front panel, different parts of said rear panel are conspicuously displayed through the cut out portions of the front panel.

5. A device of the character described, comprising a front panel having cut out portions, a second panel having differentially disposed sets of printed matter thereon, at least one of which is normally visible through said cut out portions, a rear cover panel integral with said front panel, a pair of connecting strips integrally united with and between said rear cover and said second panel, said strips being adapted to be normally folded against each other and to be unfolded to assume an extended position to permit limited movement of said second panel relative to said front panel, whereby another of said sets of printed matter normally rendered invisible by said front panel is visually displayed, and a guiding flap integral with one edge of said front panel and adapted to be folded between said second panel and said rear cover to detachably maintain the several panels in operative relationship.

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