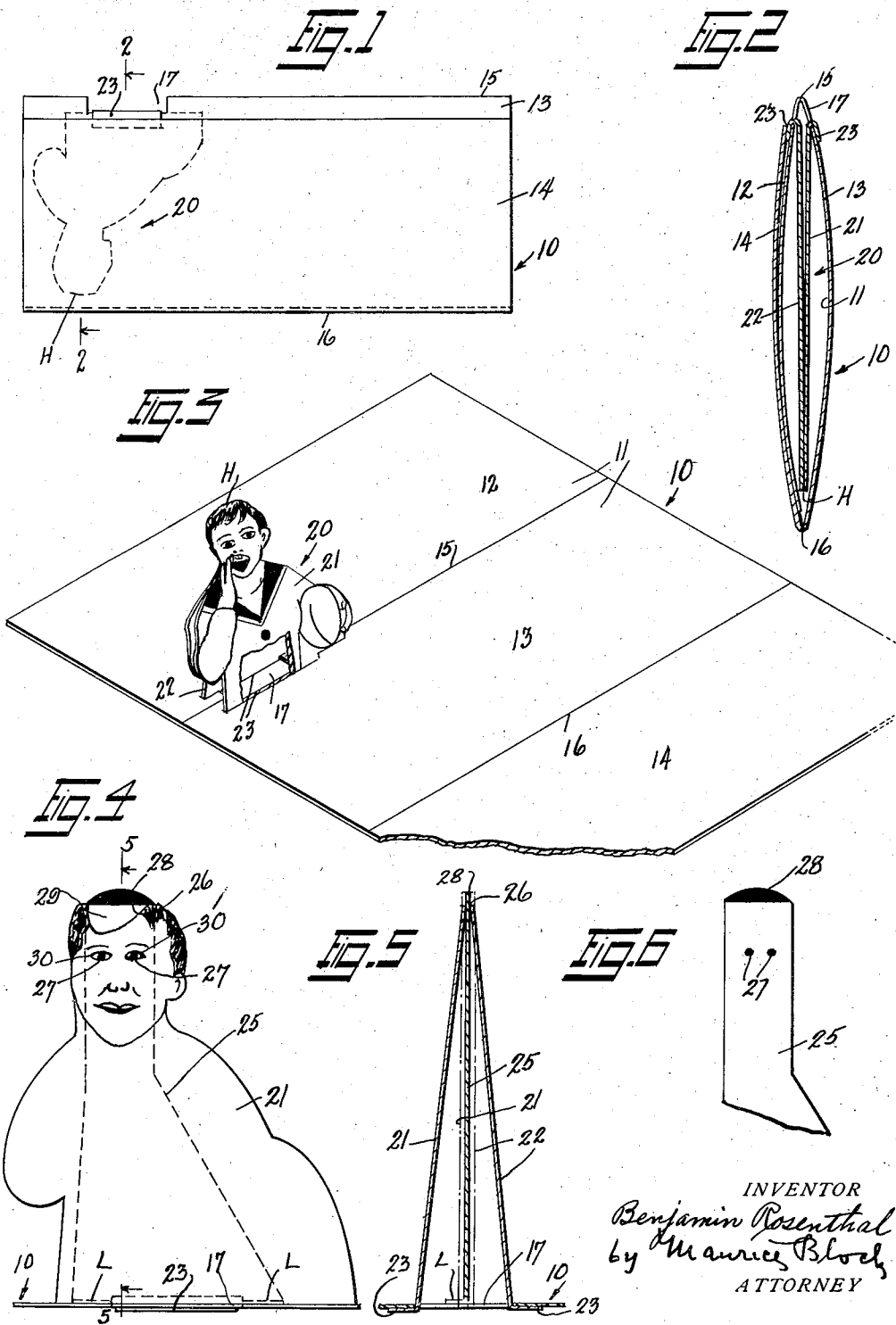


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B. ROSENTHAL
ADVERTISING DEVICE
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ADVERTISING DEVICE

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This invention relates to advertising devices or folders, and has for one of its objects the provision of a device of this nature comprising a foldable sheet bearing advertising matter on one surface thereof, and inserts secured to the said sheet adapted to lie flat between the folds thereof and to assume an upright position when the sheet is unfolded so as to produce a startling effect upon the recipient or reader of the said advertising folder.

Another object of the invention is to provide a device of the character referred to, provided with a plurality of inserts so arranged and secured to the folder as to produce a relative movement between the said inserts when the folder or sheet is unfolded and the inserts assume an upright position.

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 and thus bring the advertising matter before him whenever he unfolds same.

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 correlation of parts herein fully described, and illustrated in the accompanying drawings, wherein similar reference characters are used to describe 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 illus-

tration, is shown in the accompanying drawings, in which—

Figure 1 is a plan view of the device in folded position.

Fig. 2 is a sectional view thereof, at a larger scale, taken on line 2—2 Fig. 1.

Fig. 3 is a perspective view of the device in unfolded position, with parts broken away for the sake of clearness.

Fig. 4 is a fragmental front view of a modified form of the invention.

Fig. 5 is a sectional view taken on line 5—5 Fig. 4 and

Fig. 6 is a fragmental detail view of the inner insert.

Referring now to the drawings in detail, 10 indicates the base of the device preferably made of heavy paper or light weight cardboard adapted to carry advertising literature on the surface 11 thereof. The said base 10 is preferably divided into a plurality of areas 12, 13 and 14 by means of score lines or creases 15 and 16 so as to form hinges at the said lines.

Near one marginal edge of the sheet I provide a cut out or slot 17 which extends a short distance beyond each side of either the line 15 or 16. In the drawings I have shown same as located at the line 15. A suitable figure 20, in the present instance that of a human being, is shown secured to the sheet 10 at the said slot or opening 17. The figure 20 comprises a front section 21 a rear section 22 integral therewith or suitably connected thereto and foldable along the top H thereof. Each of the said sections is provided with an extension or tab 23 which is pasted or otherwise secured to the underside of the sheet 10, one of the tabs being so secured to the area or section 12 and the other tab to the section 13. If desired the slot 17 may be omitted and the tabs 23 secured to the upper surface 11, one above and the other below the line 15.

It will be seen that with this arrangement of parts the unfolding of the sheet from the substantially flat or folded Figs. 1 and 2 position to the Fig. 3 position will cause the figure 20 to assume an upright position.

In Figs. 4 to 6 I have shown a modified form of my invention in which in addition

to the figure 20 I have added an element or member 25 centrally located between the sections 21 and 22 secured at the lower end L thereof to the sheet 10 right at the score line 15, and the upper end thereof passes through an opening 26 in the head of the figure 20. The said member 25 is provided with a pair of eyes 27 and a cap simulating portion 28.

In this form of my invention when the sheet is in folded position the sections 21 and 22 of the figure 20 will assume the dot and dash position indicated in Fig. 5 but when the said sheet is unfolded the sections 21 and 22 will assume the full line position and it will appear as if the member 25 is moving upwardly to position the cap 28 on the top of the head and bring the same into registry with a peak 29 and bring the eyes 27 in registry with eye openings 30 in the front section 21, thus giving to the device an added feature of interest and amusement. This action is caused by the spreading apart of the sections 21 and 22 during the unfolding operation.

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.

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 base of sheet material, having a crease therein and an opening extending on each side of the crease, and a figure comprising two sections hingedly joined together and having their bottom ends secured to the base one at each side of the opening.

2. In a device of the nature described, a creased base provided with an opening extending on each side of the crease, a figure comprising two sections hingedly joined together, and a tab at the bottom of each of the said sections passing through the opening and, secured to the base, one at each side of the crease.

3. In a device of the nature described, a creased base provided with an opening extending on each side of the crease, a figure comprising two sections hingedly joined at their upper ends, and a tab at the lower end of each of the sections passing through the opening and secured to the underside of the sheet, on opposite sides of the crease.

4. In a device of the nature described, a creased base provided with an opening extending on each side of the crease, a figure comprising two sections hingedly joined at their upper ends, a tab at the lower end of each of the sections passing through the opening and secured to the underside of the sheet, on opposite sides of the crease and a figure member between the figure sections secured at its lower end to the base at the crease, and passing at its upper end through the figure.

5. In a device of the nature described, a

creased base provided with an opening extending on each side of the crease, a figure comprising two sections operably joined together, a tab on each of the sections passing through the opening, and secured to the base, one on each side of the crease and a third section between the two figure sections relatively movable to the said sections when the base is folded or unfolded about the said crease.

In testimony whereof I hereunto affix my signature.

BENJAMIN ROSENTHAL.

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