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S. R. GETTLEMAN

2,279,164

ADVERTISING FOLDER

Filed Dec. 30, 1940

Fig. 1.

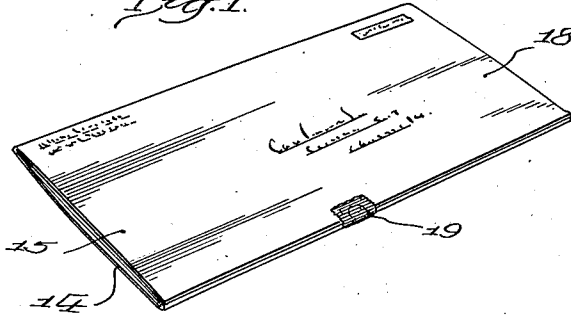


Fig. 2.

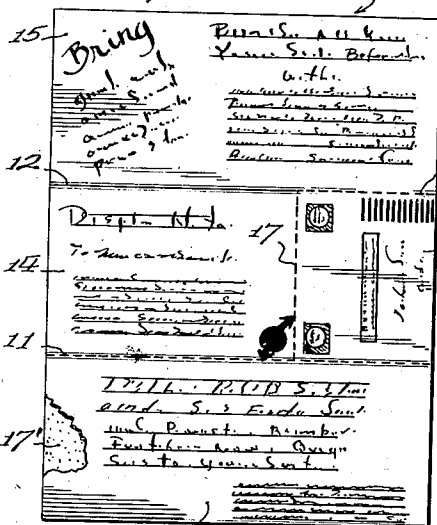


Fig. 4.

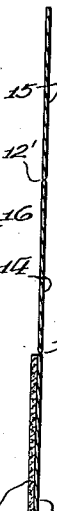


Fig. 3.

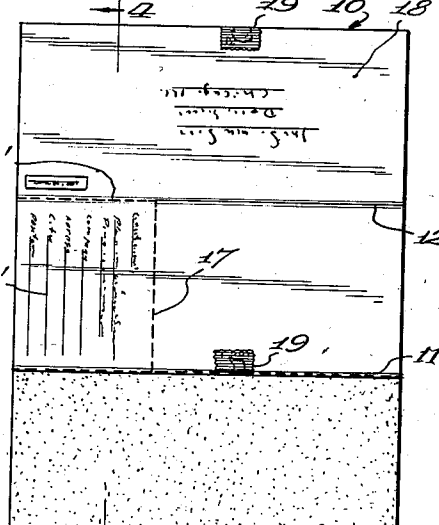
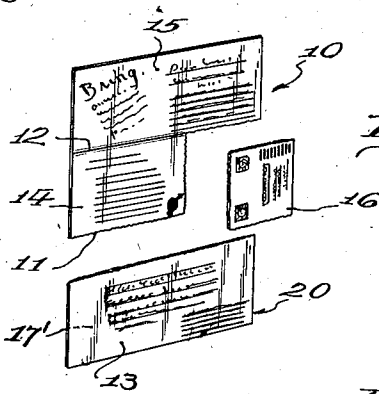


Fig. 5.



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UNITED STATES PATENT OFFICE

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ADVERTISING FOLDER

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Application December 30, 1940, Serial No. 372,229

1 Claim. (Cl. 283—56)

This invention relates to advertising folders, and more particularly to an advertising folder in which a portion thereof is adapted to be removed from the folder and retained for use on the prospect's desk, and a second portion is adapted to be available as a removable return card, the whole being foldable to form a mailing package.

It is the primary object of this invention to provide for a plurality of different functions in one sheet, said sheet constituting a mailable advertising folder.

It is a further object of this invention to provide a mailable advertising folder which will have ample space for advertisements to be prominently displayed thereon, a portion of said space comprising a member removable from the folder and available for permanent use upon the desk of the recipient of the folder.

It is a further object of this invention to provide a mailable advertising folder which will have ample space for advertisements to be prominently displayed thereon, a portion of said space comprising a member removable from the folder and available for permanent use upon the desk of the recipient of the folder, said folder comprising a single sheet of material.

It is a further object of this invention to provide a mailable advertising folder which will have ample space for advertisements to be prominently displayed thereon, a portion of said space comprising a member removable from the folder and available for permanent use upon the desk of the recipient of the folder, said folder providing a mailable return card as a portion thereof.

A still further object of the present invention is to provide a new and improved advertising folder which will comprise a sheet of single ply material having a removable blotter integrally formed therewith, and also having a removable mailing card adapted to be detached therefrom, said folder itself being capable of mailing without the use of any further means.

With the foregoing and other objects in view which will appear as the description proceeds, the invention consists of certain novel features of construction, arrangement and combination of parts hereinafter fully described, illustrated in the accompanying drawing, and particularly pointed out in the appended claim, it being understood that various changes in the form, proportion, size and minor details of the structure may be made without departing from the spirit or sacrificing any of the advantages of the invention.

For the purpose of facilitating an understand-

ing of my invention, I have illustrated in the accompanying drawing a preferred embodiment thereof, from an inspection of which, when considered in connection with the following description, my invention, its mode of construction, assembly and operation and many of its advantages should be readily understood and appreciated.

Referring to the drawing in which the same characters of reference are employed to indicate corresponding or similar parts throughout the several figures of the drawing:

Fig. 1 is a perspective view of the folder in a folded condition, prior to the mailing thereof to the prospect.

Fig. 2 is a plan view of the folder showing my new invention, a portion thereof being broken away.

Fig. 3 is a view similar to that of Fig. 2, but showing the reverse side thereof.

Fig. 4 is a sectional view taken through Fig. 3 on the line 4—4, the thicknesses of the members being highly exaggerated.

Fig. 5 is an exploded perspective view of my folder showing how the various components thereof are dissociated from one another.

Referring now to the details of the construction of my new folder, the reference character 10 designates generally a sheet of material such as paper or the like of any ordinary type as used in direct mail advertising, preferably strong sized paper and having the invention formed therefrom.

Referring to Fig. 2, it will be seen that the folder 10 is adapted to be folded along the two parallel lines 11 and 12 to form three sections 13, 14 and 15. The entire inner face of the folder 10, including the portions 13, 14 and 15, is adapted to be provided with advertising matter, except for the portion 16 which is separated from the section 14 by a line of perforations 17 by which the portion 16 may be separated from the section 14. As viewed in Fig. 2, the line 12 is perforated from the line 17 to the right edge of the sheet 10 to facilitate removal of the portion 16 as shown at 12'. The lower edge of the portion 16 is also separable from the sheet 10 in a manner presently described.

The portion 16 is provided with matter printed thereon which constitutes same a return mailing card, having spaces for the sender's name and address, as shown at 16' in Fig. 3 on the reverse side thereof, so that reply may be made to the advertiser with respect to the matter printed upon the remainder of the folder.

The bottom section 13 is also separable from the sheet 10 by means of perforations or a weakened portion along the entire length of the line 11. This line of perforations also aids in the removal of the return card 16. The reverse side of the section 13 is provided with a member of unsized paper 17' pasted or in other manner affixed thereto, so that if the entire section 13 is removed from the folder along the line 11 same comprises a blotter 20 in itself, as shown in Fig. 5, having an unsized face 17' and a sized face 13, the sized face having a portion of the advertising matter provided thereon. It is thus seen that even if the entire folder is thrown away, it is most likely that the portion comprising the blotter 20 will be retained and be in full and constant view of the prospect to which the folder may have originally been sent. Further, if the prospect is desirous of making reply, he has the mailing card convenient and can use same without destroying or injuring the blotter 20.

On the reverse side of the sheet, as shown in Fig. 3, space 18 is provided for the address of the sendee of the folder and the necessary postal information, such as permit number, etc., there being sufficient room for the return address of the sender if desired.

In the sending of the folder, the same is first folded along the line 11 so that the unsized face 17' of the blotter is within the folder, the faces 13 and 14 contacting one another. The face 15 is then folded upon the blotter face 17' completely enclosing same as shown in Fig. 1 and completing the mailable form of the folder. If desired, the folder may be fastened as by a staple or a seal or even by the use of a postage stamp as shown at 19.

It will be noted that the combination of the four functions of the folder, namely, advertising matter, return card, blotter and mailable package are all included in the single sheet 10. Besides the economy resulting from reduced handling and printing costs, the arrangement of parts is such that the greatest psychological advantage is taken of advertising of this nature.

If the prospect receives this folder, the tendency to throw the whole thing away is eliminated, since a portion thereof serves a utilitarian purpose. Further, if there is a tendency to throw a portion thereof away, there is still a removable return card which attracts the attention of the prospect.

Still further the prospect is not put to the mental gymnastics of figuring out how the folder operates, there being none of the so-called trick folds to necessitate manipulation, etc. The opening of the folder exposes the entire contents

thereof to view, it being immediately apparent that there is a return card and a blotter which may be removed therefrom.

It is believed that my invention, its mode of construction and assembly, and many of its advantages should be readily understood from the foregoing without further description, and it should also be manifest that while a preferred embodiment of the invention has been shown and described for illustrative purposes, the structural details are nevertheless capable of wide variation within the purview of my invention as defined in the appended claim.

What I claim and desire to secure by Letters Patent of the United States is:

In an advertising folder of the character described, a single integral sized sheet member formed of three rectangular sections joined along their long sides, a weakened line between one end section and the remainder of the sheet member, said end section having an unsized member affixed to one face thereof whereby same comprises a blotter removable from the remainder of the sheet member for retention by the recipient of the advertising folder, said blotter having advertising indicia upon the sized face thereof, the second section of said sized sheet having a transverse weakened line spaced from one edge thereof and a weakened line extending from said transverse line to said edge disposed between said second section and the third section, said last mentioned line and said transverse line cooperating with a portion of the weakened line between the first and second sections to define a removable rectangular member in said second section, indicia upon both sides of said rectangular member constituting same a return card, advertising indicia upon the face of the remainder of said second section common to the sized face of said first section cooperating with the indicia on said first section and further indicia on the face of the third section common to the sized face of the first section cooperating with indicia on the remainder of said sheet member, the sheet member being foldable along lines between sections to form a package substantially the size of said sections whereby same may be sealed and sent through the mail without the use of additional enclosure, the first section being completely enclosed within said package upon said folding, the third section having mailing indicia upon its face common to the unsized face of the first section, said mailing indicia adapted to be exposed upon the folding and sealing of said package.

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