April 23, 1929. D. R. BAKER 1,709,831

ADVERTISING CIRCULAR

Filed Aug. 13, 1927

Fig. 1.

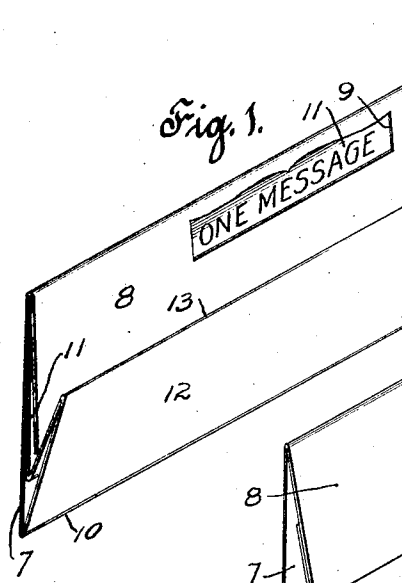


Fig. 2.

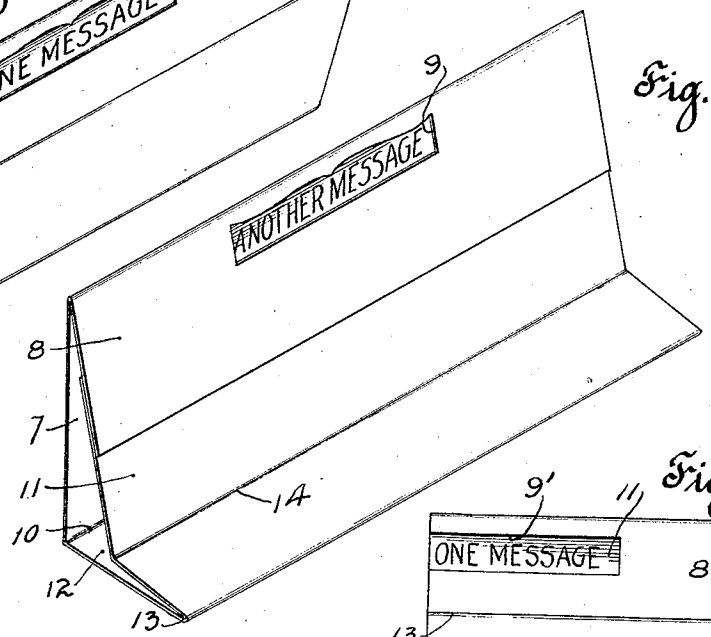


Fig. 3.

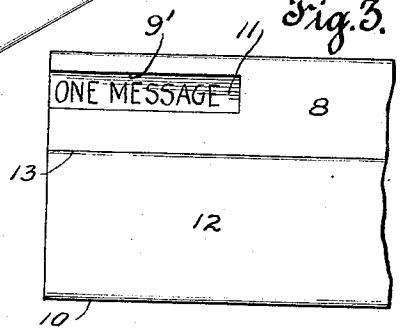


Fig. 4.

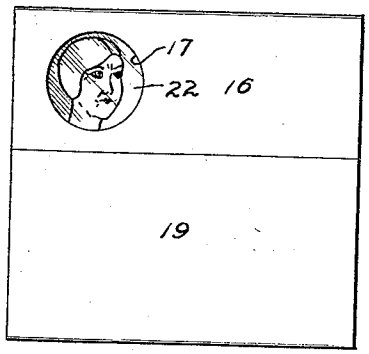


Fig. 5.

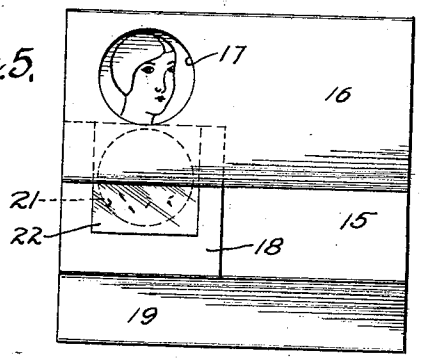
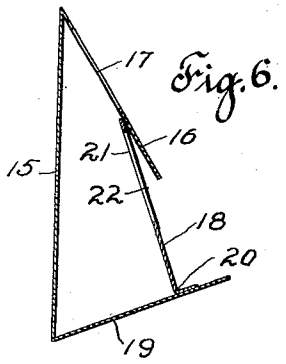


Fig. 6.



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UNITED STATES PATENT OFFICE.

DONALD R. BAKER, OF NEW YORK, N. Y.

ADVERTISING CIRCULAR.

Application filed August 13, 1927. Serial No. 212,627.

My invention relates to an advertising circular or the like.

It is the principal object of the invention to provide a simple device of the character indicated whereby when the circular is folded up certain indicia will be visible through a window, and while the circular is being unfolded other indicia will be uncovered and be visible through the window.

It is another object to provide a sheet with novel folds and indicia to produce a changing appearance.

In the drawings which show, for illustrative purposes only, preferred forms of the invention—

Fig. 1 is an isometric view of a circular almost completely folded and exhibiting certain indicia;

Fig. 2 is a view similar to Fig. 1, but illustrating the circular partly unfolded and exhibiting other indicia;

Fig. 3 is a fragmentary view illustrating a slight modification;

Fig. 4 is a front view of a modified form of circular in folded position;

Fig. 5 is a view similar to Fig. 4, but illustrating the circular partly unfolded;

Fig. 6 is a sectional view illustrating the parts in substantially the positions shown in Fig. 5.

In said drawings 7 indicates a sheet of paper or the like which constitutes the body of the circular. A housing portion may be provided at one side, preferably the top of the sheet and may be formed by folding down the top portion 8 of the sheet so as to form a housing between itself and the sheet 7. A window 9 is formed in the folded portion 8 and as illustrated in Fig. 2 an appropriate message or other indicia may be stamped or otherwise formed on the sheet 7 so as to be visible through the window 9. In the forms shown in Figs. 1 and 2 the window is in the form of a closed slot while in that form shown in Fig. 3 the window 9′ is in the form of a slot open at one edge of the sheet. The sheet 7 is folded forwardly along the line 10 and a tab 11 is joined to the lower portion 12 of the sheet at a point below the fold line 10. As shown in Figs. 1 to 3 the tab 11 is formed merely by folding the lower part 12 of the sheet rearwardly at 13 and then again folding the sheet forwardly along the line 14. The rear fold line 14 before the circular is folded is also located below the fold line 10. The tab 11 carries at the rear an appropriate message or other indicia which when the sheet is folded is moved into position so as to be visible through the window 9 as indicated in Figs. 1 and 3. It will now be clear that when the circular is in folded position as indicated in Figs. 1 and 3 the indicia carried by the tab 11 will be visible through the window 9. Now when the circular is unfolded the fold line 13 swings outwardly and during the unfolding of the circular above the fold line 10 the tab 11 is drawn downwardly and a second message or other indicia will be uncovered and then be visible through the window 9 as indicated in Fig. 2. The movement of the tab during folding and unfolding is accomplished by the proportioning of the various parts and folds. The tab is of greater length than the distance between the fold lines 13 and 14 and the fold lines 10 and 13 are spaced apart a greater distance than the fold lines 13 and 14.

While that form of the invention described in Figs. 1 to 3 is very simple in construction and has been found to be satisfactory in use there are many modifications and additions which may be made, for example in that form shown in Figs. 4, 5 and 6 the sheet 15 is provided with a housing, as by folding down the side 16. The folded portion 16 is provided with a suitable window 17. The tab 18 as shown particularly in Fig. 6 is not an integral part of the sheet 15 but is secured to the lower portion 19 of the sheet and is preferably foldable thereon as indicated at 20. In this particular form the tab 18 has a window 21 therein which may be covered by transparent paper or the like 22. The sheet 15 carries indicia such as a woman's face which face is visible through the window 17 when the circular is partly unfolded as will be clear from Figs. 5 and 6. The tab 18 also carries appropriate indicia and in the form shown such indicia are on the transparent sheet 22 and serve to partly obscure the face when the circular is folded as indicated in Fig. 4. The particular illustration in Figs. 4, 5 and 6 indicates a woman's face on the sheet 15 and lines indicating wrinkles or the like on the transparent sheet 22 so that when the circular is folded the woman's face will appear somewhat as shown in Fig. 4 and when the circular is unfolded

and the tab 18 withdrawn the wrinkles will disappear and the clear face shown in Fig. 5 will appear.

There are many uses and adaptations of the present invention, and those shown are to be regarded merely as illustrative.

While the invention has been described in considerable detail, I do not wish to be strictly limited to the particular form shown since many changes can be made within the scope of the invention as defined in the appended claims.

I claim:

1. In a device of the character described, a sheet having a housing portion at one side, said housing having a window therein and indicia on said sheet below said housing visible through said window, said sheet having a fold line therein, and a tab on said sheet adapted to be received within said housing portion, said fold line being between said housing portion and the juncture between said tab and sheet forming folds of unequal length whereby when said sheet is folded at the fold said tab will be forced into said housing, said tab having indicia thereon visible through said window when said sheet is folded, the first mentioned indicia being disclosed when the device is partly unfolded.

2. In a device of the character described, a sheet having one side folded over to form a housing between said folded over side and the main body portion of the sheet, said folded over portion having a window therein, said sheet having indicia thereon visible through said window, a tab on said sheet and adapted to be received in said housing, said sheet having a fold line therein intermediate the housing portion and the junction between said tab and sheet forming folds of unequal length whereby when said sheet is folded said tab will be received within said housing portion, said tab having indicia thereon visible through said window when said sheet is folded, the first mentioned indicia being disclosed when the device is partly unfolded.

3. In a device of the character described, a sheet having a housing portion at one side and having a window therein and having indicia thereon visible through said window, a tab having indicia thereon and joined to said sheet at a point removed from said housing portion, said sheet having a fold line therein intermediate the juncture between said tab and sheet and said housing portion forming folds of unequal length, said tab having indicia thereon visible through said window when said sheet is folded, the first mentioned indicia being disclosed when the device is partly unfolded.

4. In a device of the character described, a sheet having a housing portion formed by folding said sheet along one side, said housing portion having a window therein, a tab on said sheet formed by folding the opposite side of said sheet adapted to be received in said housing portion, said sheet having a fold line therein intermediate said housing portion and the juncture between said tab and sheet forming folds of unequal length whereby when said sheet is folded upon said fold line said tab will be forced into said housing portion, and withdrawn from said housing when said sheet is unfolded.

5. In a device of the character described, a sheet having a lower tab folded rearwardly and indicia on said tab at the rear of said sheet, said sheet having a forward fold above said rearward fold, said folds being spaced apart a distance less than the length of said tab, said sheet having a second forward fold above said first mentioned forward fold, said two forward folds being spaced apart a greater distance than said rearward fold and first mentioned forward fold, whereby when said sheet is folded on said three folds the indicia on said tab will be visible from the front of said sheet, said sheet having indicia on the face thereof to be covered by said tab when said sheet is folded and uncovered when said sheet is unfolded.

DONALD R. BAKER.