

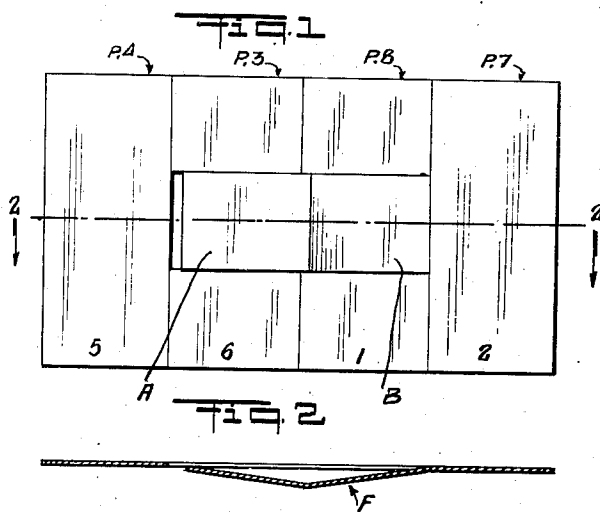
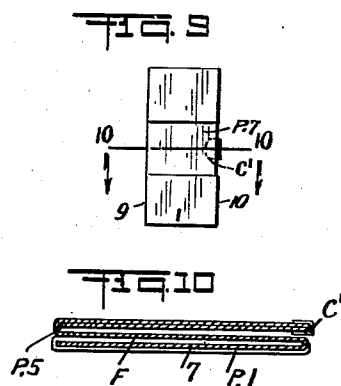
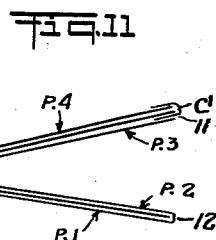
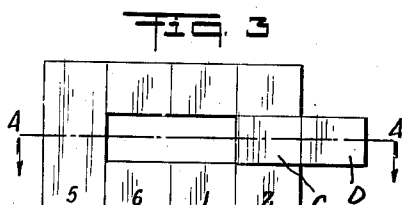
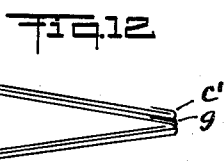
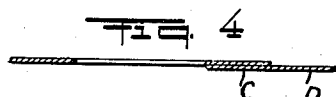
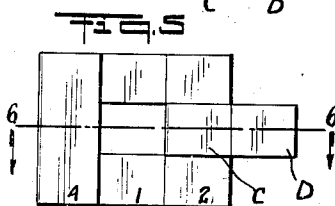
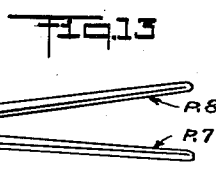
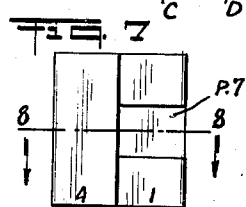
July 22, 1941.

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2,250,093

NOVELTY FOLDER

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UNITED STATES PATENT OFFICE

2,250,093

NOVELTY FOLDER

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2 Claims. (Cl. 273-155)

My invention relates to novelties and more particularly to advertising novelties or folders.

One of the objects of my invention is to provide an advertising folder, whose construction is so unique as to induce a reader to turn to every page of the folder, thus increasing the advertising value thereof.

Another object of my invention is to enhance the value of a folder as an advertising medium by constructing the device so that its operation is mystifying and of sufficient interest to cause the reader to retain the folder for further use instead of discarding it when its contents have been read.

Another object of my invention is to provide a folder whose operation and construction is such as to baffle and stimulate the interest of a user although the assembly of the device is of the utmost simplicity, being formed substantially of a single sheet of paper or cardboard. It is obvious therefore that manufacturing costs are at a minimum, this consideration being quite important in an article whose distribution is calculated to exceed many hundreds of thousands of units.

Other objects of my invention will be apparent from the following description, it being understood that the above general statements of the objects of my invention are intended to explain and not to limit it in any manner.

Fig. 1 is a plan view of the blank from which the folder is constructed.

Fig. 2 is a section on the line 2-2 of Fig. 1.

Fig. 3 illustrates the first step in folding the blank.

Fig. 4 is a section on the line 4-4 of Fig. 1.

Fig. 5 illustrates the second step in folding the blank.

Fig. 6 is a section on the line 6-6 of Fig. 5.

Fig. 7 illustrates the third step in folding the blank.

Fig. 8 is a section on the line 8-8 of Fig. 7.

Fig. 9 is a plan view of the complete folder ready for use with the first page uppermost.

Fig. 10 is a section on the line 10-10 of Fig. 9.

Fig. 11 is a schematic view of the folder as it normally appears.

Fig. 12 is a schematic view illustrating the disposition of pages 5 and 6.

Fig. 13 is a schematic view illustrating the disposition of pages 7 and 8.

Referring to Fig. 1, the blank is given four folds producing pages 5, 6, 1 and 2 on one side thereof, and pages 7, 8, 3 and 4 on the other, said pages being recited in the order of their occurrence in Fig. 1. The two center pages are cut

to form the flap F which remains connected at the juncture of pages 1 and 2 or pages 8 and 7.

The flap F, whose four sections are referred to as A and B on one side thereof, and C and D on the other, is first folded over the right end of the blank as seen in Fig. 3 and page 5 is then folded over page 6 as seen in Fig. 5.

Referring to Fig. 5, page 2 is then folded over so that page 7 abuts page 8 and the flap portion A-D, as shown in Fig. 8, is inserted in the resulting slit S and connected at its free edge to the left center edge of page 4 by the clip C'.

The folder is now assembled and the pages will bear advertising matter or any desirable printed or pictorial matter. As shown in Fig. 9, page 1, as are indeed all the pages, is now composed of three sections, the upper and lower sections of page 1, being its original sections as shown in Fig. 1, and what is apparently the central section of page 1, being really the central portion of page 7 visible through the opening left by the cutting of the flap F. Notwithstanding, the resulting composite sectional nature of each page, the printed matter thereon is arranged as to continuity so that, reading page 1, for example, one will read the upper section, then the central section, which is in reality page 7, and the lower section, the three sections in that order conveying the desired legend in part.

Pages 2 and 3 are disclosed by merely opening the folder as shown in Fig. 11, using the edge 9 as a hinge, and page 4 is easily found on the back of the folder.

Pages 5 and 6 however are not apparent and the reader may have some difficulty in discovering these pages. They are found by closing the folder as shown in Fig. 9, and opening it, not at the normal opening which would disclose pages 2 and 3, but at the edge, which normally is the hinge 9. It will be apparent, by studying the construction, that the flap F enables the folder to be opened with either longitudinal edge functioning as a hinge and that when the edge 10 is utilized as the hinge, then pages 5 and 6 are disclosed.

Pages 7 and 8 are much more difficult to discover and experience has shown that the solution is baffling to the majority of persons causing some to abandon the search as "impossible." The pages are found, however, in the following manner:

The folder is first opened so that pages 2 and 3 are uppermost. This is the normal open position, the outer edges of the pages 2 and 3 being denoted as 11 and 12 as shown in Fig. 11. Pages

2 and 3 are then folded completely backwards so that page 4 is caused to overlie page 1. Then, using the juncture of the edges 11 and 12 as a hinge, pages 2 and 3 can be separated at their meeting edge and pages 7 and 8 are disclosed, pages 2 and 3 being now joined at the edges 11, 12.

It will be noted that the device functions as a simple two-leaf folder in any one of its three positions and that the flap functions as a double hinge between adjacent and superposed pages so that when two adjacent pages are facing each other they may be separated at either longitudinal edge.

In addition to the advertising matter which the folder will contain, there will also be explanatory matter which will advise the reader that the objective is to find pages 7 and 8. On pages 7 and 8, will be more, and perhaps the most important advertising matter, which is more apt to be impressed on the mind of the reader by virtue of the difficulty in finding the same. At any rate, the reader will have some incentive to turn to each page of the folder and will not discard the device but retain it or hand it to another.

It will be noted that, with the exception of the clip, the entire device is formed from a single sheet and manufacturing economies are obvious.

I have shown a preferred embodiment of my invention, but it will be apparent that numerous changes and omissions may be made without departing from its spirit.

I claim:

1. An article of the character described comprising a sheet having three folds so as to produce four leaves constituting eight pages, four of said eight pages occurring on one side of said sheet in the order of 5, 6, 1, and 2, and the remaining four on the other side of said sheet in the order of 7, 8, 3, and 4, so that pages 5 and 4, pages 6 and 3, pages 1 and 8, and pages 2 and 7 are disposed respectively on either side of the same leaf, and an integral flap cut from the two central leaves comprising pages 8 and 1, and pages 3 and 6, said flap remaining uncut at the inner edge of the last leaf comprising pages 2 and 7, said sheet being folded and said flap having its free end connected, through the opening left by the cut flap, to the inner edge of the first

leaf comprising pages 4 and 5 so that and whereby the resulting composite sheet functions as a hinged two-leaf folder, pages 1, 2, 3 and 4 being disclosed in a first position thereof and whereby a second position thereof disclosing pages 5, 6, 1 and 4 is attained by closing the folder in the first position to cause page 2 to overlie page 3 and then separating pages 1 and 4 at the hinge of the folder in the first position, and whereby a third position thereof disclosing pages 2, 3, 7 and 8, is attained by completely opening the folder in the first position to cause page 4 to overlie page 1 and then separating pages 2 and 3 at the hinge of the folder in the first position.

2. An article of the character described, comprising a sheet having three folds to produce four leaves constituting eight pages, four of said eight pages occurring on one side of said sheet in the order of 5, 6, 1 and 2, and the remaining four on the other side of said sheet in the order of 7, 8, 3 and 4, so that pages 5 and 4, pages 6 and 3, pages 1 and 8 and pages 2 and 7 are disposed respectively on either side of the same leaf, and an integral flap cut from the two central leaves comprising pages 8 and 1, and pages 3 and 6, said flap remaining uncut at the inner edge of the last leaf comprising pages 2 and 7, said leaves being so arranged as to produce an assembled article functioning as a hinged folder, said arrangement being effected by folding said flap over page 2, folding page 5 over page 6, folding page 2 over page 8, inserting the free end of the flap through the resulting central slit, disposing said flap over page 4 and connecting its free end to the edge of page 4, whereby pages 1, 2, 3 and 4 with sections of the flap overlying some of said pages are rendered apparent in this first position and whereby a second position thereof, disclosing pages 5, 6, 1 and 4, is attained by closing the folder in the first position to cause page 2 to overlie page 3 and then separating pages 1 and 4 at the hinge of the folder in the first position, and whereby a third position thereof, disclosing pages 2, 3, 7 and 8, is attained by completely opening the folder in the first position to cause page 4 to overlie page 1 and then separating pages 2 and 3 at the hinge of the folder in the first position.

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