Nov. 11, 1958 R. L. PRUNER 2,859,548

VIEWER

Filed March 12, 1957 2 Sheets-Sheet 1

FIG. 1

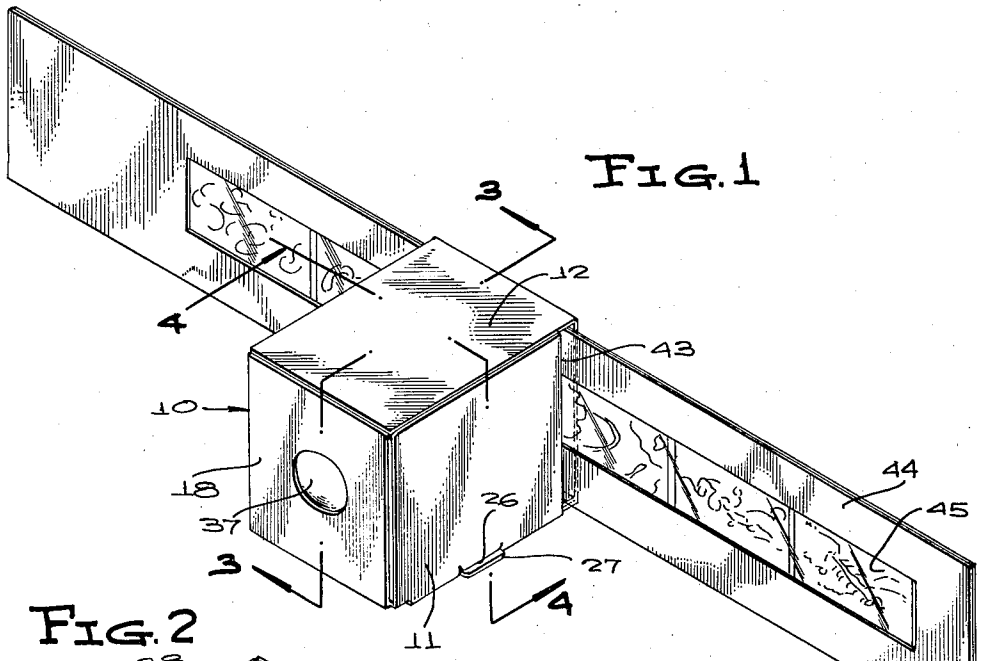


FIG. 2

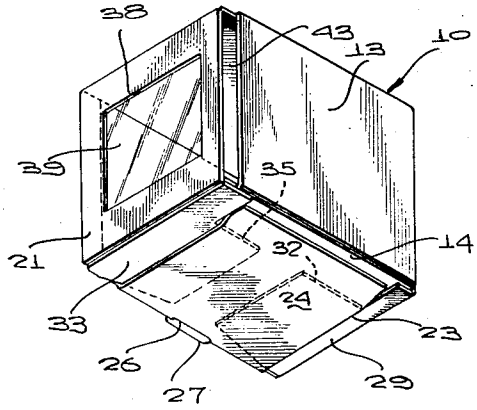


FIG. 4

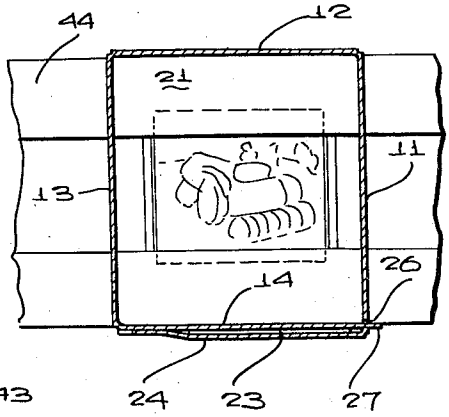
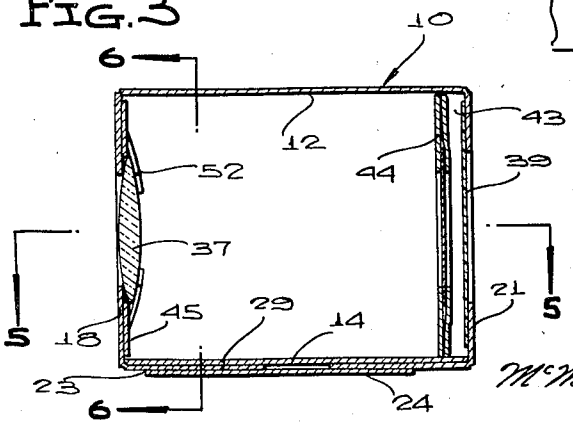


FIG. 3



INVENTOR.
RONALD L. PRUNER
BY
McMorrow, Berman & Davidson
ATTORNEYS

Nov. 11, 1958 R. L. PRUNER 2,859,548

VIEWER

Filed March 12, 1957 2 Sheets-Sheet 2

FIG. 5

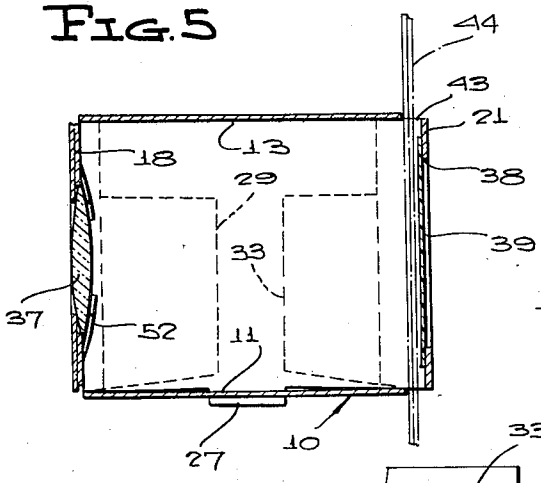


FIG. 6

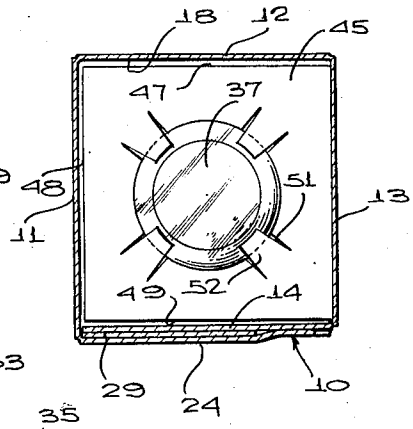
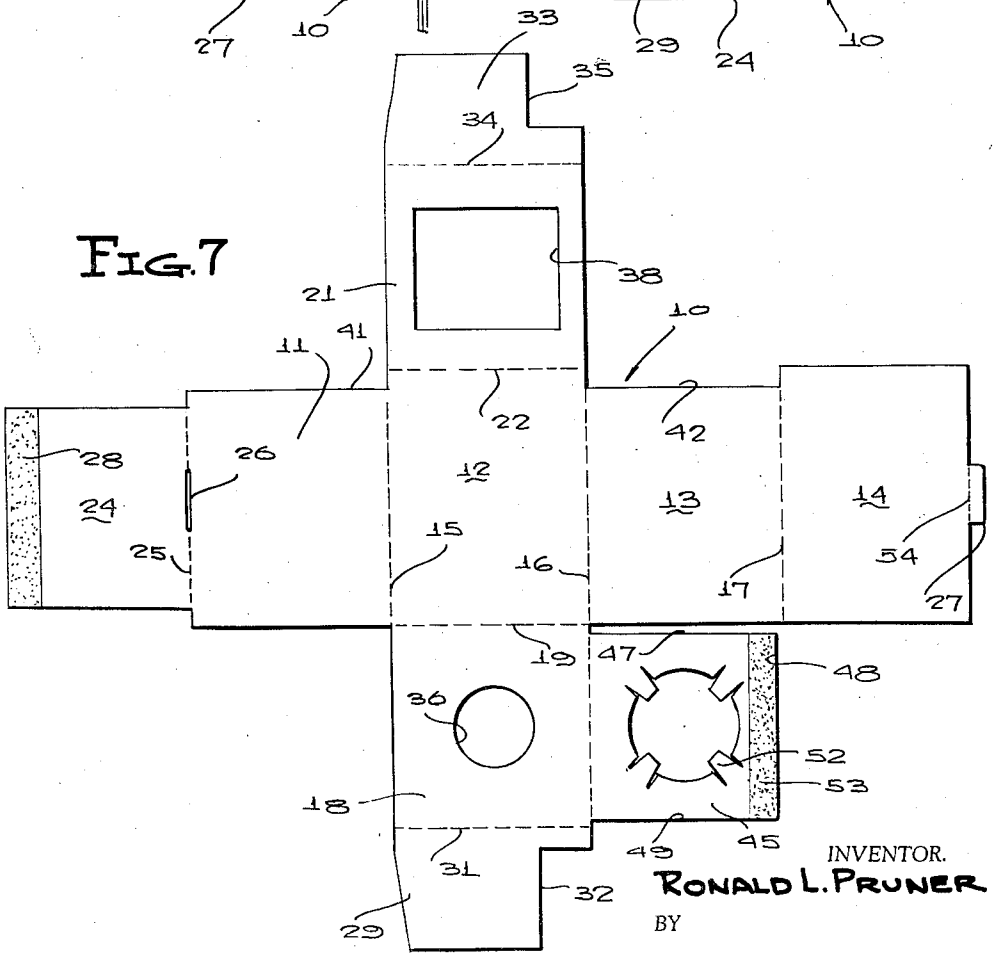


FIG. 7



INVENTOR.
RONALD L. PRUNER
BY
McMorrow, Berman + Davidson
ATTORNEYS

United States Patent Office 2,859,548 Patented Nov. 11, 1958

2,859,548

VIEWER

Ronald L. Pruner, Merrill, Wis.

Application March 12, 1957, Serial No. 645,474

2 Claims. (Cl. 40—63)

The present invention relates to a photographic viewer.

An object of the present invention is to provide a photographic viewer which lends itself to advertising promotion purposes; one which may be used to present for viewing a film strip depicting articles of commerce advertised products and the like; one which is readily and easily collapsed to a folded condition for insertion into an envelope for mailing or insertion into a purse or pocket for ready portability.

Another object of the present invention is to provide a photographic viewer which is of simple structure; one which may be economically manufactured; one which may be fabricated from inexpensive sheet stock such as cardboard, plastic, and the like; one which may be assembled without tools or machinery by relatively unskilled labor; and one which is highly efficient in action.

These and other objects and advantages of the present invention will be fully apparent from the following description when taken in connection with the annexed drawings, in which:

Figure 1 is a perspective view of the assembled viewer, showing a film strip inserted therein for viewing;

Figure 2 is a perspective view of the assembly of Figure 1 without the film strip and taken from the rear end of the viewer;

Figure 3 is a sectional view, on an enlarged scale, taken on the line 3—3 of Figure 1;

Figure 4 is a sectional view, on an enlarged scale, taken on the line 4—4 of Figure 1;

Figure 5 is a sectional view taken on the line 5—5 of Figure 3;

Figure 6 is a sectional view on the line 6—6 of Figure 3; and

Figure 7 is a plan view of the unformed blank of sheet material before folding.

Referring in greater detail to the drawings in which like numerals designate like parts throughout the several views, the viewer according to the present invention comprises an article of manufacture for use in producing a viewer's structure, the structure consisting in an open ended collapsible box-like tube, designated generally by the reference numeral **10**, having four elongated sections **11**, **12**, **13**, and **14** interconnected by fold lines along their abutting longitudinal edges so that the tube **10** may be collapsed from its box-like formation, Figures 1 to 6, inclusive, to a substantially flattened condition, Figure 7.

Referring to Figure 7, the section **11** is shown connected to the section **12** along a fold line **15** extending along the abutting edges of the sections **11** and **12**, the section **12** connected to the section **13** by a fold line **16**, and section **13** connected to the section **14** by another fold line **17**. A first flap **18** is foldable inwardly along a fold line **19** from one edge of the section **12** and closes one end of the tube **10** and a second flap **21** is foldable along another fold line **22** inwardly from the opposite end edge of the section **12** and closes the opposite end of the tube **10**.

An open ended pocket **23** is provided on the outer face

of the section **14** opposite to the section **12**. The pocket **23** is formed by a flap **24** cut away inwardly at each of its ends and connected by a fold line **25** to the abutting side edge of the section **11** remote from the section **12**. A closed slot **26** is provided in the fold line **25** intermediate the ends of the latter which receivably engages a short tab **27** projecting from the one side edge of the section **14** remote from the section **13** intermediate the ends of the section **14**. A layer of adhesive **28** is provided along a strip extending from one end to the other end of the flap **24** remote from the fold line **26** and seals the flap **24** to the outer surface of the section **14** to form the pocket **23**.

A tab **29** is interconnected by a fold line **31** to the free end edge of the flap **18** and has a portion cut away along one edge, as at **32**, which enables the tab **29** to be folded interiorly of the adjacent one open end of the pocket **23**, as shown most clearly in Figure 2. Another tab **33** is interconnected by a fold line **34** to the free end edge of the flap **21** and has a similar portion cut away along one edge, as at **35**, enabling the tab **33** to be folded interiorly of the other open end of the pocket **23**, both the tabs **29** and **33** being folded interiorly into the open ends of the pocket **23** when the flaps **18** and **21** are folded inwardly to close the open ends of the tube **10**.

The flap **18** is provided with a viewing aperture **36** and a lens **37** bridging the viewing aperture **36** is carried by the flap **18**.

The flap **21** is provided with a light admitting opening **38** bridged by a translucent window **39** which has its borders cemented to the flap **21** around the opening **38**.

The sections **11** and **13**, between the sections **12** and **14**, respectively, when the sections are in their box-like tube formation, are cut away as at **41** and **42**, respectively, inwardly from the end of such sections **11** and **13** adjacent the flap **12** and inwardly of the fold line **22**. The cut away ends of the sections **11** and **13** form with the second flap **21**, when the blank has been shifted to its folded position to form the tube **10**, registering slots **43** for the insertion and withdrawal therethrough of a picture carrying slide member **44**. The means by which the lens **37** is carried by the flap **18** includes a further flap **45** interconnected along the side edge of the flap **18** by a fold line **46** and cut away along each of its free edges **47**, **48**, and **49** so as to have such free edges (Fig. 6) out of engagement with the adjacent end edges of the sections **12**, **11**, and **14**, respectively.

When the structure is in its unfolded condition, the elongated sections **11**, **12**, **13**, and **14**, are arranged in side by side abutting relation and are interconnected by fold lines **15**, **16**, and **17** along their longitudinal edges. The tab **27**, connected by a fold line **54** to the outermost side edge of the outermost section **14** constitutes attaching means by which the outermost side edge of the section **14** is attached to the other outermost section **11**, the tab **27** being received in the slot **26** provided in fold line **25** which connects section **11** to the flap **24**, forming a foldable blank of an open ended box-like tube in an open collapsible condition.

In assembling the structure from its blank form (Fig. 7) to its position forming the open ended collapsible box-like tube **10**, the sections **11** and **12** are first bent along the fold line **15**, the sections **12** and **13** along the fold line **16**, and the sections **13** and **14** along the fold line **17** with the tab **27** entering the slot **26** and folded on its fold line **54**. The flap **24** is folded on the outer face of the section **14** along the fold line **25** with the tab **27** entering the slot **26** and with the tab **24** secured by adhesive **28** to the outer face of the section **14**. The portion of the flap **24** inwardly of the adhesive **28** forms a pocket receiving the tabs **29** and **33** of the flaps **18** and **21**, respectively, when the flaps **18** and **21** are folded along

the fold lines 31 and 22, respectively, to close the open ends of the tube.

Before the flap 18 is folded inwardly to close one end of the tube formed by the folded sections 11 to 14, inclusive, the flap 45 is folded to an abutting face to face position relative to the inner face of the flap 18, thereby positioning the lens 37 over the viewing aperture 36 in the flap 18. The flap 45 is secured by the adhesive 53 to the flap 18 and then the tab 29 is inserted into the pocket formed between the flap 24 and the outer face of the section 14.

The tabs 29 ad 33 may be secured in the pocket 23 formed between the flap 24 and the section 14 by any suitable means or they may be left free to be removed therefrom for partial folding and collapsing of the tube 10 to any size convenient to carry or to any size insertable into an ordinary business envelope.

It is intended that the strip 44 be provided in its central portion with a transparent film piece 55 having thereon either separate or a continuous photograph of the articles to be displayed and viewed through the viewer of the present invention.

What is claimed is:

1. An article of manufacture for use in producing a viewer structure, said structure comprising an open ended collapsible box-like tube having four elongated sections interconnected by fold lines along their abutting longitudinal edges so that said tube may be collapsed into a substantially flattened condition, a first flap foldable inwardly from one end edge of one of said sections and closing one end of said tube, a second flap foldable inwardly from the opposite end edge of said one section and closing the opposite end of said tube, an open ended pocket on the outer face of the section opposite said one section, a tab interconnected by a fold line to the free end edge of each of said flaps, the tabs of said flaps being folded interiorly into the open end of said pocket when said first and second flaps are folded inwardly to close the ends of said tube, said first flap being provided with a viewing aperture, a lens bridging said viewing aperture and carried by said first flap, there being a light admitting opening in said second flap, and a translucent window bridging said opening and carried by said second flap, the sections between said one section and said section opposite said one section being cut away inwardly from the end adjacent said second flap to form with said second flap when said blank has been shifted to its box-like tube position registering slots for insertion and withdrawal therethrough of a picture carrying slide member.

2. An article of manufacture for use in producing a viewer structure, said structure comprising four elongated sections arranged in side by side abutting relation and interconnected by fold lines along their longitudinal edges, attaching means connecting the non-abutting longitudinal edges of the outermost sections together by a fold line to thereby form a foldable blank of an open ended box-like tube in an open collapsible condition, a first flap adapted to be folded inwardly from one end edge of said one of said sections and to close one end of said tube when said blank has been shifted to its open collapsible position, a second flap adapted to be folded inwardly from the opposite end edge of said one section and to close the opposite end of said tube when said blank has been shifted to its open collapsible position, an open ended pocket on the outer face of the section opposite said one section when said blank has been shifted to its open collapsible position, a tab interconnected by a fold line to the free edge of each of said flaps, the tabs of said flaps being adapted to be folded interiorly into the open ends of said pocket when the said first and second flaps are folded inwardly to close the ends of said tube upon shifting of said blank to its open collapsible position, said first flap being provided with a viewing aperture, a lens bridging said viewing aperture and carried by said first flap, there being a light admitting opening in said second flap, and a translucent window bridging said opening and carried by said second flap, the sections between said one section and said section opposite said one section being cut away inwardly from the end adjacent said second flap to form with said second flap when said blank has been shifted to its box-like tube position registering slots for insertion and withdrawal therethrough of a picture carrying slide member.

References Cited in the file of this patent

UNITED STATES PATENTS

2,071,121	Harlow	Feb. 16, 1937
2,543,240	Hutchinson	Feb. 27, 1951
2,768,554	Leslie	Oct. 30, 1956