

Nov. 16, 1948.

T. A. GRAHAM

2,453,902

ADVERTISING FOLDER WITH PICTURE FRAME AND EASEL

Filed Aug. 8, 1947

2 Sheets-Sheet 1

FIG. 1

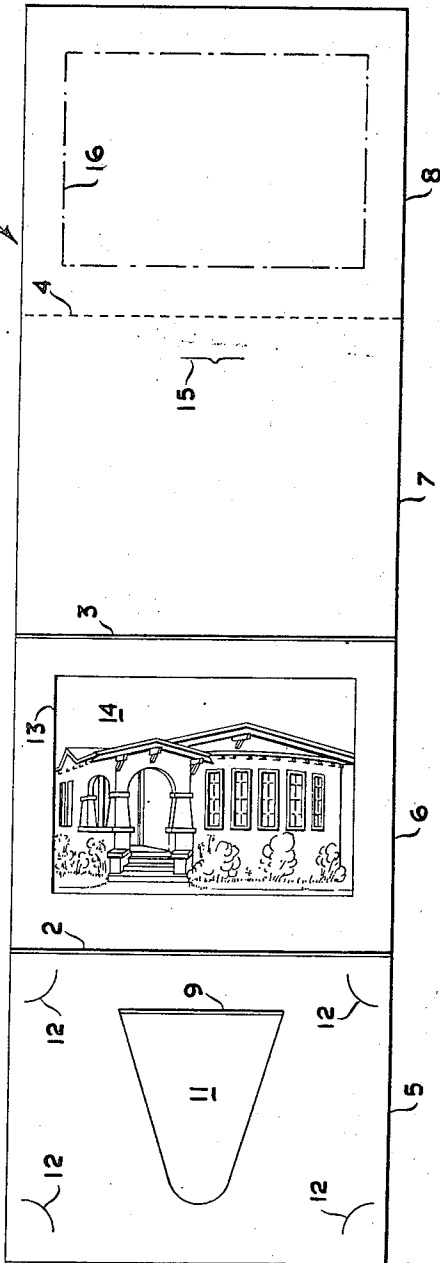
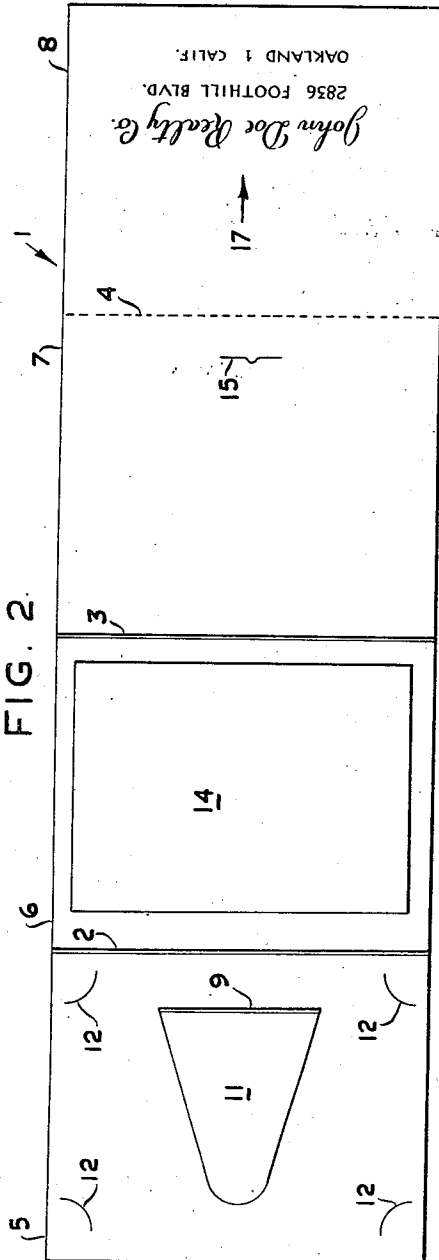


FIG. 2



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2 Sheets-Sheet 2

FIG. 5

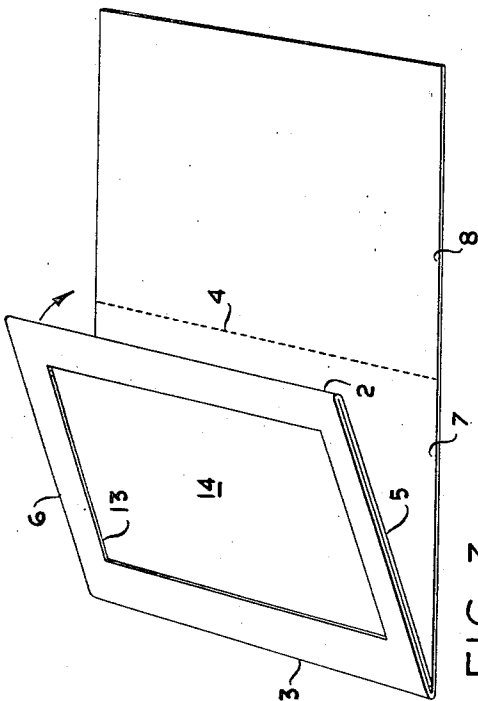
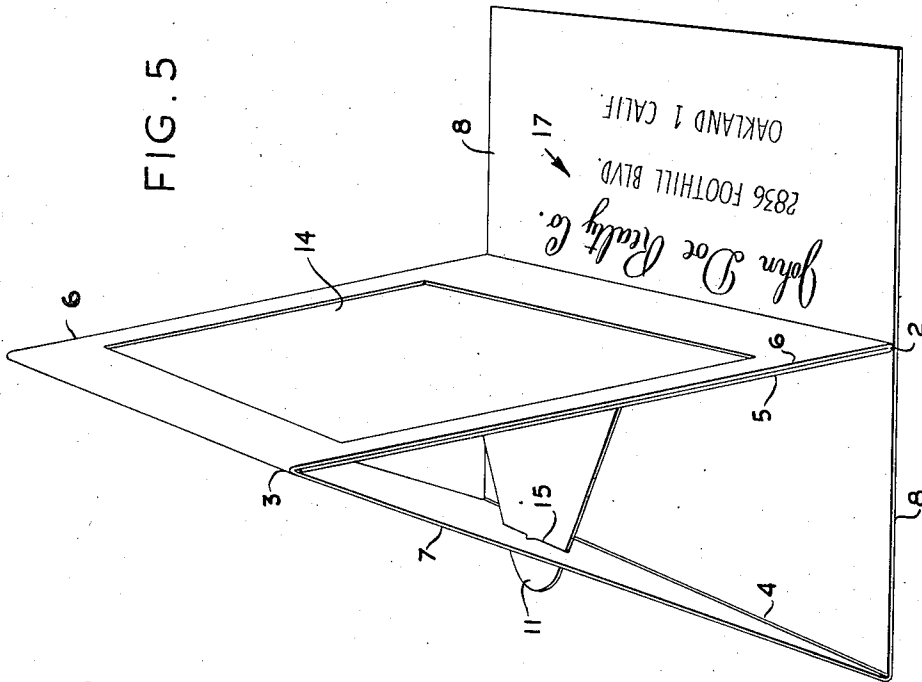


FIG. 3

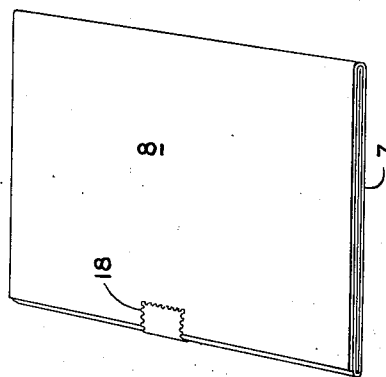


FIG. 4

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2,453,902

ADVERTISING FOLDER WITH PICTURE
FRAME AND EASEL

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Application August 8, 1947, Serial No. 767,486

5 Claims. (Cl. 40—152.1)

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This invention relates to, and has for its object a multiple panel advertising folder, wherein one panel is arranged to serve as a picture frame, and wherein the folder can be formed into an easel for displaying the picture associated therewith, and wherein the panel that forms the base of the easel extends forwardly of the picture frame and bears on its upper forward portion the name and address of the advertiser.

The invention possesses other advantageous features, some of which, together with the foregoing, will be set forth at length in the following description, where the invention is outlined in full with particular reference to the embodiment illustrated in the accompanying drawings. Although such drawings illustrate a specific form of the invention, it is to be understood that it is not limited to such embodiment, since the invention as set forth in the claims may be embodied in other forms.

Referring to the drawings:

Fig. 1 is a top plan view of a folder embodying the objects of my invention in its extended or unfolded position.

Fig. 2 is a bottom plan view of the folder illustrated in Fig. 1.

Fig. 3 is a perspective view of the folder illustrated in Figs. 1 and 2 shown in an intermediate position with one end panel thereof folded against the next succeeding panel.

Fig. 4 is a perspective view of my folder shown in its completely folded position, ready to mail.

Fig. 5 is a perspective view of my folder shown folded into easel form for the purpose of displaying a picture and the name and address of the advertiser.

As shown in these various figures, my folder is made up of an elongated rectangular sheet 1 of cardboard, divided by parallel transverse scored fold lines 2, 3 and 4 into substantially identical rectangular panels 5, 6, 7 and 8. Preferably, the fold line 4 is scored more deeply than the other fold lines, or is perforated so that the end panel 8 can be readily severed from its adjoining panel 7.

Formed on the panel 5 transversely thereof, is a scored fold line 9 serving as a hinge for a V-shaped easel tab 11 cut from the panel 5, and extending longitudinally of the panel toward the outer free edge thereof. Each of the four corners of the panel 5 is formed with an arcuate cut 12 for the reception of a card or pictorial illustration.

The panel 6 is provided with a central rectangular opening 13, so as to permit this panel to form

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a picture frame for the accommodation of any desired pictorial illustration 14 which may be glued to the back thereof in any desired manner, or attached to the back of the panel 5 by inserting the corners thereof into the arcuate slots 12.

The upper face of the panel 7 is left blank for the reception of the name and address of the individual to whom the folder is to be sent. Formed in the panel 7 adjacent the scored fold line 4, and parallel therewith, is a transverse slot 15 arranged to receive the terminal end of the easel tab 11 when the folder is formed into triangular form, such as shown in Fig. 5.

The upper face of the panel 8 bears printed advertising matter 16 of any desired character.

Printed on the lower side of the panel 8 within the outer half thereof is the name and address 17 of the sender of the folder.

For mailing purposes the folder as shown in its open position in Fig. 2 has the panel 5 folded over the panel 6; these two panels are then folded over the panel 7, and then the three panels are folded over the remaining panel 8. This having been done, the exposed free edges are secured together by means of a piece 18 of adhesive, as shown in Fig. 4.

To form an easel of this folder such as shown in Fig. 5, the folder is first placed in the position in which it is shown in Fig. 2, with the picture 14 facing downwardly and with the address printed on the end panel 8 facing upwardly. The panel 5 is then folded over the panel 6 to the position shown in Fig. 3. The two panels 5 and 6 and the panel 7 are then rotated about the scored fold line 4 so as to bring the scored fold line 2 in contact with the end panel 8. The free end of the easel tab 11 is then inserted into the slot 15 so as to form an easel of triangular shape such as shown in Fig. 5, with the end panel 8 serving as a base for the structure, and with the fold line 2 disposed behind the name and address 17 appearing on the panel 8.

From the above description it will be noted that I have provided a multiple panel folder which for mailing purposes is provided with an interior panel for the reception of the name and address of the recipient, and which is backed by an end panel provided with exposed printed matter thereon, and which serves to protect a picture associated with one of the other interior panels. In addition to this, the folder may be readily formed into an easel for simultaneously displaying the picture referred to, and the name and address of the sender printed on the end panel

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which also serves as a base for the structure when it is folded into easel form.

I claim:

1. An advertising folder comprising a rectangular sheet of cardboard divided by three transverse scored fold lines into successive first, second, third and fourth substantially identical panels, and an easel tab hinged to said first panel with its free end extending longitudinally thereof toward the outer end of said first panel; said second panel being formed with a rectangular window and arranged to frame a pictorial illustration; said third panel being formed adjacent the said fourth panel with a transverse slot arranged to receive the free end of said tab so as to hold said panels in triangular formation with said fourth panel serving as a base therefor, and with said first panel folded over said second panel, with its outer edge accommodated within the apex formed by said second and third panels.

2. An advertising folder comprising an elongated rectangular sheet of cardboard divided by three parallel transverse scored fold lines into successive first, second, third and fourth substantially identical panels; and an easel tab cut from and hinged to said first panel with its free end extending longitudinally thereof toward the outer end of said panel; said second panel being formed with a rectangular cut-out portion and arranged to serve as a frame for a pictorial illustration disposed over said second panel; said

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third panel being formed along its edge adjacent said fourth panel with a transverse slot arranged to receive the free end of said easel tab so as to hold said second, third and fourth panels in triangular formation with said first panel folded beneath said second panel and with a substantial portion of said fourth panel extending beyond its line of intersection with the common folded edge of said first and second panels.

3. An advertising folder of the character defined in claim 2 wherein one side of said fourth panel bears a name and address on the outer portion thereof, wherein the opposite side of said panel has printed matter thereon and wherein said third panel bears a name and address on one side thereof.

4. An advertising folder of the character defined in claim 2, wherein said first panel is provided on each of its corners with a slot for the reception of the four corners of a rectangular card or pictorial illustration.

5. An advertising folder of the character defined in claim 2 wherein one side of said fourth panel bears a name and address on the outer portion thereof; wherein the opposite side of said panel has printed matter thereon, and wherein the said first panel is provided at each of its corners, with a slot for the reception of a rectangular card or pictorial illustration.

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No references cited.