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ADVERTISING FOLDER AND DISPLAY

Filed March 27, 1931

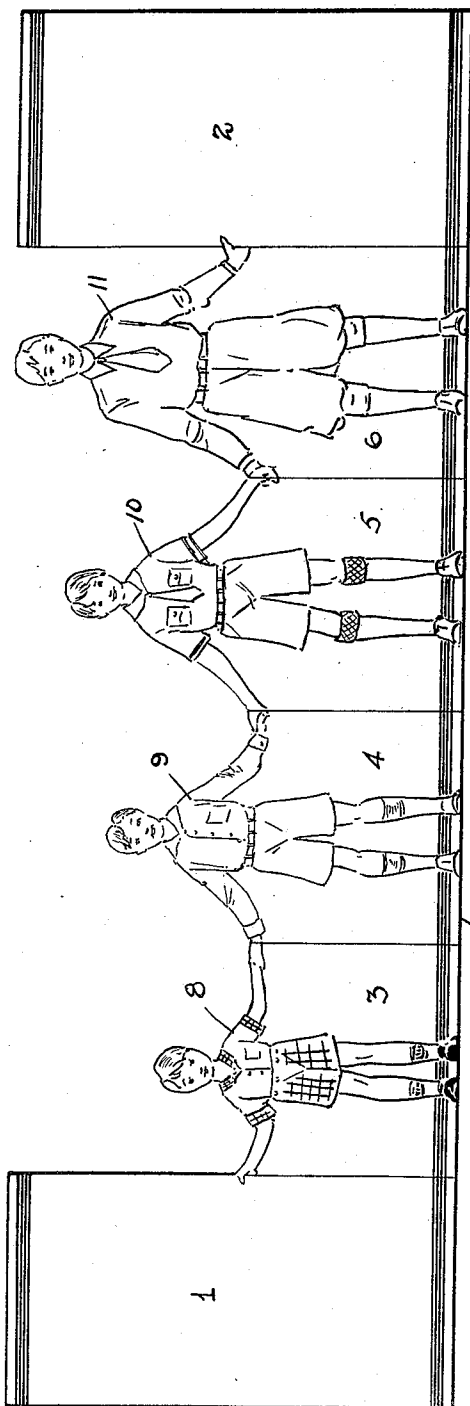


Fig. 1

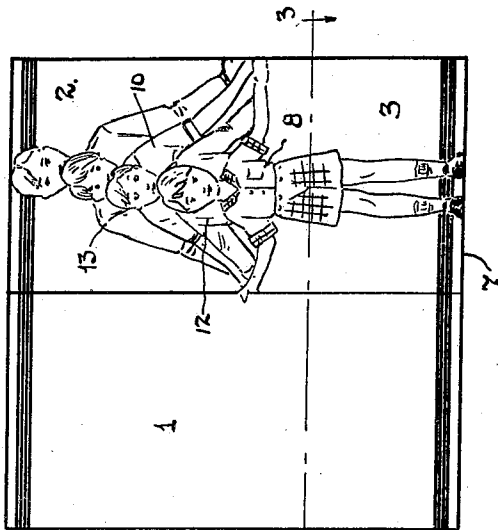


Fig. 2

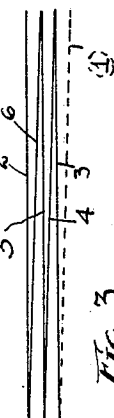


Fig. 3

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ADVERTISING FOLDER AND DISPLAY

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The present invention relates to a folding type of advertising device in the form of a compact and attractive folder designed to have the appearance of an ordinary rectangular folder when in closed position, but to reveal a series of uniquely arranged figurative representations when opened or unfolded.

My invention possesses further advantage in that similar appearances of progressively larger figures are presented when unfolded sections are viewed from either side. To the accomplishment of the foregoing and related ends, said invention, then, consists of the means hereinafter fully described and particularly pointed out in the claims.

The annexed drawings and the following description set forth in detail certain mechanism embodying the invention, such disclosed means constituting, however, but one of various mechanical forms in which the principle of the invention may be used.

In said annexed drawings:

Fig. 1 is a view from one side of the device embodying the principles of my invention, when in complete unfolded position; Fig. 2 is another view showing only one of the cover sections unfolded; Fig. 3 is a section along the line 3—3 of Fig. 2 showing the manner in which the panels fold one upon the other.

Referring more particularly to Fig. 1, my device consists of the rectangular cover members 1 and 2 which are joined together by the alternately folded sections 3, 4, 5 and 6 having the common base line 7. As represented in Fig. 1, the intermediate sections 3, 4, 5 and 6 have displayed thereon the human figures 8, 9, 10 and 11, respectively.

These latter representative figures 8, 9, 10 and 11 are printed or otherwise represented upon both sides of the intermediate folding panels 3, 4, 5 and 6. Accordingly, when the device is placed in folded position with only the front cover 1 open, the effect shown in Fig. 2 will result; that is, the figures 8 and 10 of Fig. 1 will appear to view whereas the

reverse figures 12 and 13 of the figures 9 and 11 of Fig. 1 respectively will appear in intermediate positions of the figures 8 and 10. As will be seen in Fig. 2, by making the representative figures of progressive variation in size, there results the unique and pleasing appearance of several representative characters standing one behind the other.

In the annexed drawings there has been shown but four of such intermediate folding panels, but it is understood that this number may be increased as desired.

In Fig. 3 there is shown a manner in which the representative figures are positioned one behind the other when the front cover 1 is unfolded.

It will thus be seen that I have provided a simple and compact advertising folder which may be easily made, and which possesses a unique and attractive appearance.

Other modes of applying the principle of my invention may be employed instead of the one explained, change being made as regards the mechanism herein disclosed, provided the means stated by any of the following claims or the equivalent of such stated means be employed.

I therefore particularly point out and distinctly claim as my invention:

1. An advertising device comprising two rectangular cover sections and a series of intermediate folded sections having outlines conforming to figurative representations, said intermediate sections joining said cover sections and having such representations on each side so as to present similar appearances when said device is unfolded in normal or reverse order.

2. An advertising device comprising two rectangular cover sections, and a series of folded sections joining said cover sections, said folded sections leaving irregular outlines conforming to that of human figures in progressive variations of size and having representations on each side so as to present simi-

lar appearances when said device is unfolded in either direction.

3. An advertising device comprising cover sections forming a back cover and a front cover, and a series of folded sections joining said cover sections, said folded sections having irregular outlines conforming to that of human figures in progressive variations of sizes and having representations on each side so as to present an appearance of successively larger figures positioned one behind the other when the front cover only is unfolded.

Signed by me this 21st day of March, 1931.

NELSON E. AMSDEN.

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