Jan. 12, 1932. H. LOWENSTEIN 1,841,041

ADVERTISING NOVELTY

Filed June 11, 1930 2 Sheets-Sheet 1

Fig. 1.

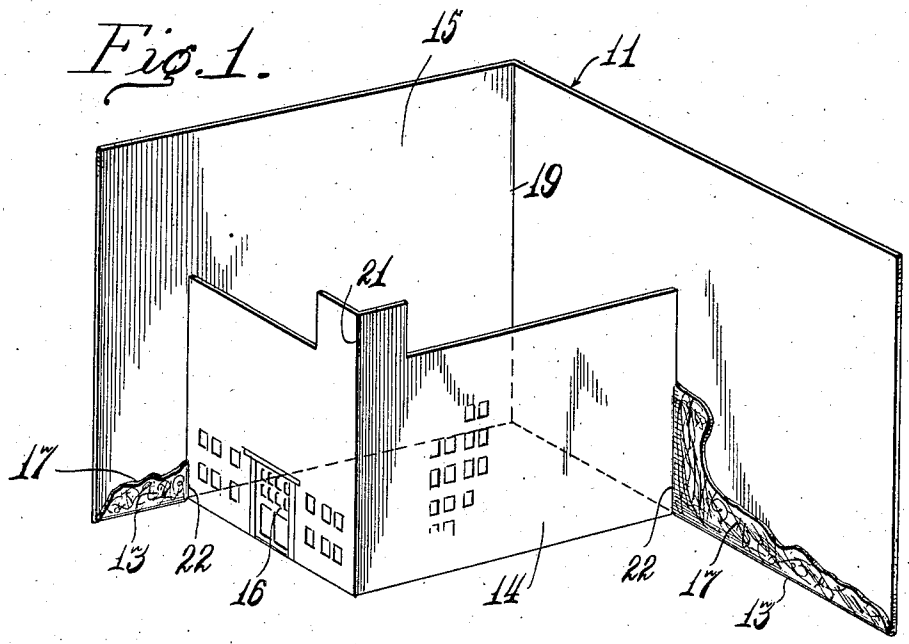


Fig. 2.

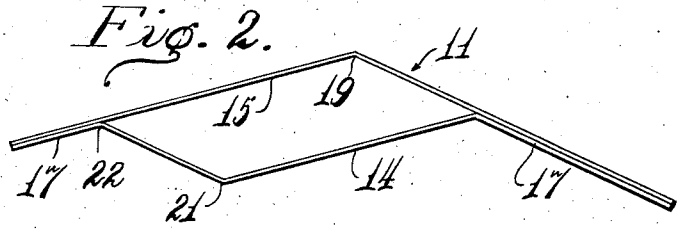


Fig. 3.

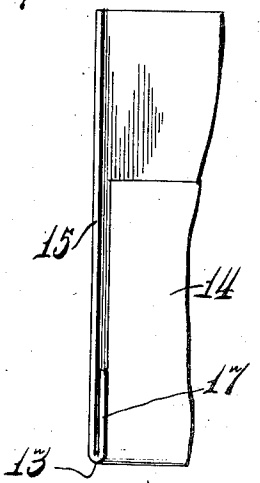
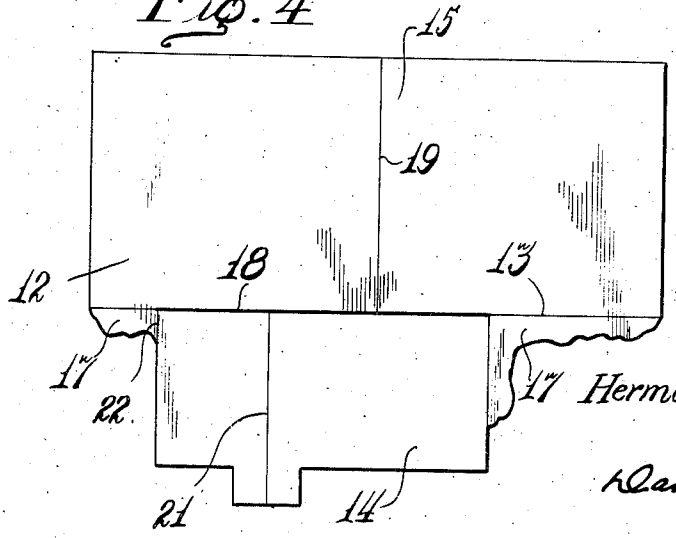


Fig. 4



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Fig. 5.

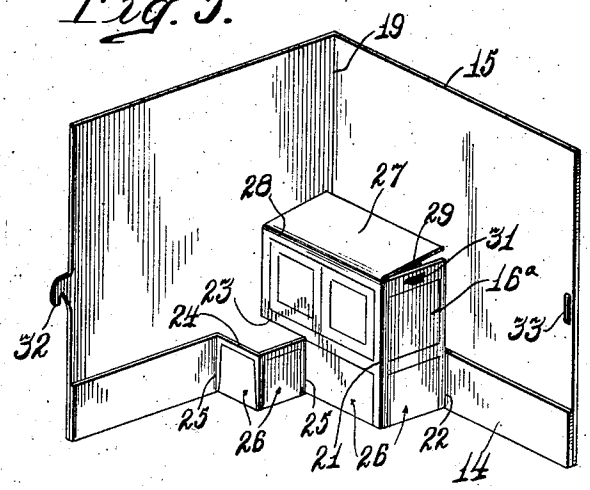


Fig. 6.

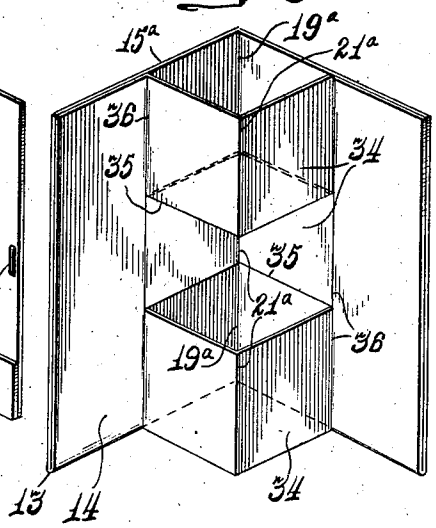


Fig. 7.

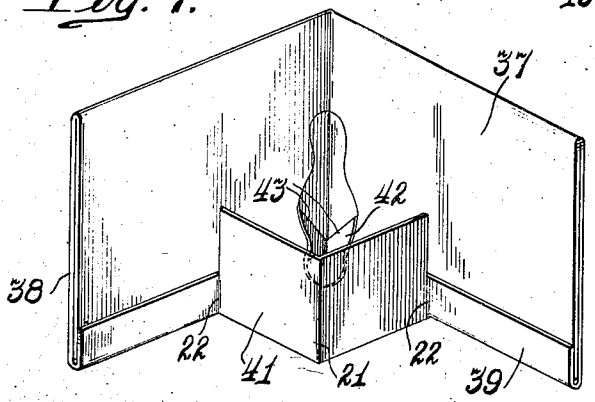


Fig. 8.

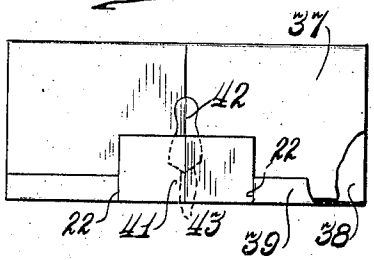


Fig. 10.

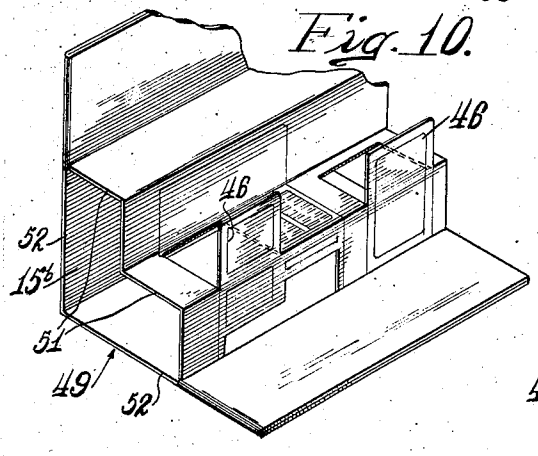
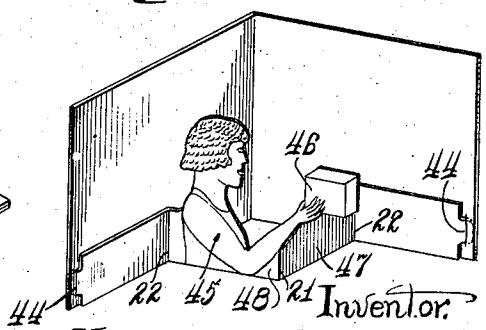


Fig. 9.



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Patented Jan. 12, 1932 1,841,041

UNITED STATES PATENT OFFICE

HERMAN LOWENSTEIN, OF CHICAGO, ILLINOIS

ADVERTISING NOVELTY

Application filed June 11, 1930. Serial No. 460,421.

The invention relates to improvements in advertising novelties and particularly to novel folders adapted for effecting animation or distention of representations, or the like, reproduced thereon.

An object of the invention is to provide an improved folder of the character referred to with portions arranged to be distended from the body of the folder when the latter is partially folded.

Another object is to provide an improved article of the character referred to with means for effecting a prominent display of certain of its portions, adapted for use in such articles as books, magazines, greeting cards, advertising novelties, window displays, and letter heads; or in novelty amusement devices.

Another object is to provide an improved novelty of the foregoing character, which may be inexpensively manufactured.

The foregoing and such other objects of the invention as will become apparent as the description proceeds, will be more readily understood from a perusal of the following specification, reference being had to the accompanying drawings, in which:

Fig. 1 is a perspective view, showing one form of the improved folder partially folded.

Fig. 2 is a plan view of the folder.

Fig. 3 is an end elevational view of the folder shown in Fig. 1.

Fig. 4 is a plan view of a blank from which the folder is formed.

Fig. 5 is a view similar to Fig. 1, showing another folder.

Fig. 6 is a view of another modified form of folder.

Fig. 7 is a view similar to Fig. 5, showing a modified form of the novelty partially opened.

Fig. 8 is a view of the folder shown in Fig. 7, fully opened.

Fig. 9 is a view showing a folder of another construction.

Fig. 10 is a perspective view of a modified form of display folder.

Numerous folders and the like have been devised to attract and hold the attention of an observer as a means for attractively and interestingly presenting advertising matter, or the like, to the public. Many of the known folders employ a plurality of sheets of material formed or secured together in various fashions. Other folders are provided with separable inserts movably mounted therein, adapted to effect animation of representations reproduced thereon upon manipulation of the folder. Another common type of folder of the foregoing character has portions extending beyond the outline of the folder body which are adapted to fold inwardly into the folder when the latter is manipulated about a central fold.

In the improved folder an inner member, adapted to be distended from the folder proper, or body, is provided, which preferably is formed of the same piece of material forming the folder proper and which at no time extends beyond the outline thereof.

Referring to the form of the invention illustrated in Figs. 1 to 4, inclusive, of the drawings, the improved folder 11 is formed of a sheet 12 of paper, cardboard, or similar material, folded along a suitable crease 13 to form inner and outer sheets 14 and 15 respectively. A suitable representation, such as, for example, a building 16 is printed or otherwise reproduced on the inner sheet 14, said sheet preferably being cut down to conform to the contour of said representation, as shown. The portions 17 of the inner sheet and the inner face of sheet 15 may also have suitable illustrations thereon.

Referring in particular to Fig. 4, it will be noted that the longitudinal crease or fold line 13 is slit for a part of its length as at 18, said slit terminating short of the ends of the fold. In this particular instance the slit 18 extends the length of the representation 16. Slitting the crease 13, at 18, leaves the portion of the inner sheet 14 having the representation 16 thereon, entirely free of the back sheet 15 except where joined to the adjacent inner sheet portions 17.

To effect distention of a portion of the inner sheet 14, having the representation 16 thereon, from the backing sheet 15, the folder is manipulated about a medial fold 19 extending perpendicular from slit 18 prefer-

ably midway the lateral edges of the backing sheet. The inner sheet 14 also is creased at 21 to fold in a direction opposite that of the backing sheet; and creases 22, which are arranged parallel with and on either side of crease 21, permit the outward folding of the intermediate portion 16 of the inner sheet.

When the folder 11 is in partially folded position, the portion of the inner sheet 14 confined between the parallel folds 22 is distended from the backing sheet 12. When the medium is completely folded, the inner sheet portion, having representation 16 thereon, is extended flat, towards the lateral edges of the backing sheet and at no time does any portion of said inner sheet protrude beyond the confines of the folder. The distendable portion of the inner sheet lies flat upon the back sheet when the folder is opened flat.

The particular arrangement of the various creases 19, 21, and 22, and the slit 18 gives the object reproduced on the distendable portion of the inner sheet the appearance of perspective when the medium is partially folded. A portion of the inside surface of the backing sheet 15 behind the distendable portion of sheet 14 is exposed to view when the folder is in partially folded position, thus increasing the visible amount of space for descriptive or other printed matter.

The improved folder may be formed with a plurality of distendable portions, such as shown in Fig. 5. As shown, one face of the distendable portion having the representation 16*a* of a radio cabinet, or the like, thereon is slit horizontally at 23 to provide a second distendable portion 24, representing a radio bench, foldable along vertical folds 25. If desired, the blanked out portions 26 between the legs of the radio cabinet and the bench may be cut away to provide in effect a miniature model of the merchandise being advertised.

Each of the distendable portions may be provided with a suitable top, shown at 27 on the radio cabinet representation, preferably hingedly secured along fold 28 to one wall of the distendable portion. When the folder is employed as a window display, a tongue 29, formed on one edge of the top 27, is engaged in a suitable slot 31 in the distendable wall member for securely holding said top in place, or if desired, the joined edges may be secured by gluing. When the improved device is adapted for use as a mailing piece, such as for sales literature or greeting cards, the folder is locked folded by a co-operating tongue 32 and slot 33 formed on adjacent edges thereof.

A folder having a plurality of vertically aligned distendable portions is also provided by the improved structure. As shown in Fig. 6, the distendable portions 34 are formed in the inner sheet by slits 35 and perpendicular folds 19*a*, 21*a*, and 36. The folder may be arranged with a distendable portion adjacent each end of the folder, as shown, or by changing the direction of fold along the crease 21*a*, either one or all of the distendable portions 34 may be distended upon partially folding the folder.

The folder illustrated in Fig. 7 is provided with a distendable portion 41 formed substantially in the same manner as those distendable portions previously described. In this form, the folder is made up of a plurality of layers of material 37, 38, and 39. The intermediate portion 38 forms a backing member or support for the folder and inner sheet 39 is cut out as in the form illustrated in Fig. 1 to provide the distendable portion 41. The sheet portion 37 which overlies sheet portion 38 and extends behind sheet 39 is die-cut to provide a foldable portion 42 adapted to normally be distended substantially horizontally within the distendable portion 41 when the folder is folded shut or partially opened, as shown.

Upon opening the folder flat, as shown in Fig. 8, the distendable portion 41 is moved inwardly to lie flat upon the face of sheet portion 37 and the die-cut foldable portion 42 is swung upwardly into the plane of the sheet 37 along diverging score lines 43. A folder of this character provides for the appearance of a third member (foldable portion 42) upon opening the folder, which is very effective for attracting and holding the attention of an observer.

It can readily be understood that the improved folder may be provided with a separate inner sheet secured to the back sheet by gluing, as shown in Fig. 5, or by a tongue and slot connection such as is illustrated at 44 in Fig. 9. In this figure, the distendable representation 45 is provided with an extendable member 46 forming a continuation of one of the walls of the distendable portion. The extendable member 46 is die-cut from one of the walls 47 and extends parallel with the other wall 48 beyond the central fold 21*b*.

The constructional idea incorporated in the folder shown in Fig. 9 also is applicable to a folder or window display of the character illustrated in Fig. 10 wherein a folder 49 having a plurality of distendable portions 51, is provided. In this instance, the distendable members extend horizontally and are supported by the wings 52 of the back sheet 15*b*. A folder of this character provides for displaying of merchandise in advertising literature through distention of parts. The back sheet 15*b* may be dispensed with and a suitable window display easel of any well known type (not shown) may be used to support the inner sheet with the distendable portions 51 in proper position.

It can readily be understood that many

possible combinations of die-cutting and folding may be effectively employed to provide folders, or the like, for illustrating merchandise in advertising matter. The construction of such folders evolves about a single operation, that of die-cutting and scoring, thereby providing an advertising folder which is simple to construct, inexpensive to manufacture, and easy to manipulate. The various forms of folders herein illustrated may embody certain variations, and innumerable details shown in the various figures may be incorporated in other types of folders of the general character without departing from the spirit of the invention or the scope of the appended claims.

I claim:

1. An article of the character described, comprising; a backing member; an inner member hingedly connected to said backing member by a fold; said inner and outer members being separated along a part of said fold by a slit, and a plurality of vertical folds or creases in said members to effect distention of a portion of the inner member from the backing member.

2. An article of the character described, comprising; inner and outer backing members joined together along one edge by a fold; a representation on said inner member, said representation being separated from the backing member by slitting the fold for a part of its length; said backing member having a medial perpendicular crease; and a plurality of parallel folds or creases in the inner member to effect distention of a portion of the representation from the backing member when the latter is manipulated by folding along the medial crease.

3. An article of the character described, comprising; a backing member adapted for folding on a medial fold line; an inner member formed by folding said backing member at right angles to said medial fold line, and a representation reproduced on said inner member adapted to be distended from the backing member upon manipulation of the latter about the medial fold line.

4. An article of the character described, comprising, a sheet of material folded upon itself to form inner and outer sheet members, said outer member being adapted for folding along a medial fold line arranged at right angles to the first mentioned fold, a plurality of creases in the inner member, said inner and outer sheet members being separated along a portion of their connecting fold whereby a portion of the inner member is distended upon manipulation of the outer sheet about the medial fold line.

5. A device of the character described, comprising, a backing member adapted for folding on a substantially medial creased line, an inner member formed by folding said backing member at right angles to said medial crease, a representation reproduced on said inner member; said representation being separated from the backing member along the fold by slitting; and the inner member having a plurality of substantially parallel folds whereby the representation is distended from the backing member upon manipulation of the latter.

6. A device of the character described, comprising, inner and outer backing members joined along one edge by a fold, said fold being slit for a part of its length intermediate its ends; a medial crease in the backing member extending perpendicular from said slits; a representation on the inner member defined by said slit and a plurality of substantially parallel creases extending perpendicular from the ends of said slit; a perpendicular crease in said representation arranged between said parallel creases; and said representation being adapted to be distended from the backing sheet upon manipulation of the latter along its medial crease.

7. A device of the class described, comprising, inner and outer backing members joined together along a longitudinal fold line, said backing member and said inner member having parallel creases arranged to fold into opposite directions upon manipulation of the device; an oppositely creased fold line arranged on each side of and parallel with the first mentioned fold in said inner member, and the longitudinal fold being slit between the last mentioned parallel fold lines whereby distention of the intermediate portion of the inner sheet is effected upon manipulation of the backing member along the medial fold line.

8. An article of the character described, comprising, a backing member, an inner member hingedly connected to said backing member by a fold, said inner and backing members being separated along a part of said fold by a slit, and a plurality of vertical folds or creases in said members to effect distention of one or more portions of the inner member from the backing member.

9. An article of the character described, comprising, a folder formed of a backing member and an inner member, means connecting said members, a plurality of representations reproduced on said inner member, said representations being separated along a part of their outline from said inner member, a plurality of folds and creases in said backing member and said inner member providing means to effect distention of said representations upon manipulation of the folder about said creases, and portions of said distended representations being severed in part from said distended representations to effect further distention of said several portions.

10. A folder of the character described comprising, a backing member, an inner member hingedly connected to said backing;

member by a fold, said inner and backing members being separated along a part of said fold by a slit, a plurality of vertical folds and creases in said members to effect distention of one or more portions of the inner member from the backing member upon manipulation of the folder, and means on the backing member to secure the folder in folded position.

11. A folder of the character described comprising, a backing member, an inner member hingedly connected to said backing member by a fold, said inner and backing members being separated along a p rt of said fold by a slit, a plurality of folds in said members to effect distention of one or more portions of the inner member from the backing member, representations reproduced on said distendable portions adapted to have perspective when said portions are distended, and a foldable portion on said distendable portions adapted to form a top for said perspective distentions of said representations.

12. A folder of the character described comprising, a backing member, an inner member hingedly connected to said backing member by a fold, said inner and backing members being separated along a part of said fold by a slit, a plurality of folds in said members to effect distention of one or more portions of the inner member from the backing member, representations reproduced on said distendable portions adapted to have perspective when said portions are distended, a foldable portion on said distendable portions adapted to form a top for said perspective distentions of said representations, and means for securing said top in position when the representations are distended.

13. A folder of the character described comprising, a backing member, an inner member connected to said backing member by a fold, said inner and backing members being separated along a part of said fold by a slit, a plurality of folds in said members to effect distention of one or more portions of the inner member from the backing member upon manipulation of the folder, representations reproduced on said distendable portions adapted to have perspective when said portions are distended, and said representations being severed along a part of their outline from said distendable portions whereby said severed parts are distended from said distendable portions.

14. A folder of the character described comprising, in combination, a backing member, an inner member connected to said backing member by a fold, said member being separated along a part of said fold by a slit, a fold in said backing member, a plurality of folds in said inner member to effect distention of portions of said inner members from the backing member upon manipulation of the folder, representations on the distendable portions of said inner member, and portions of said representations being severed in part from said distendable portions to effect distention of said severed parts in a plane other than that of the portion from which it is severed.

In testimony whereof I affix my signature at 10 South La Salle Street, Chicago, Illinois.

HERMAN LOWENSTEIN.