May 1, 1923. 1,453,833

C. C. FLEMING ET AL

DISPLAY FOLDER

Filed Sept. 7, 1922

Fig. 1.

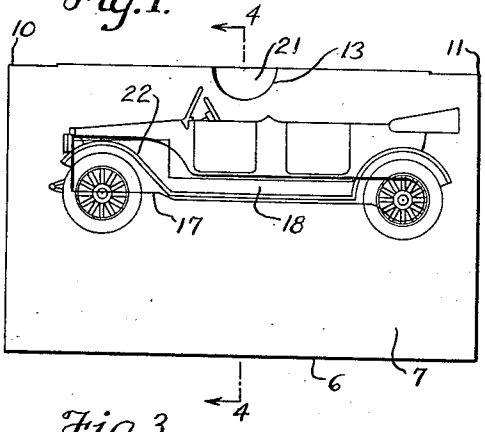



Fig. 2.

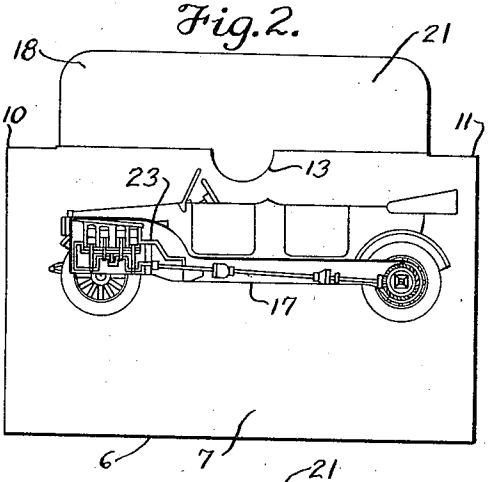



Fig. 3.

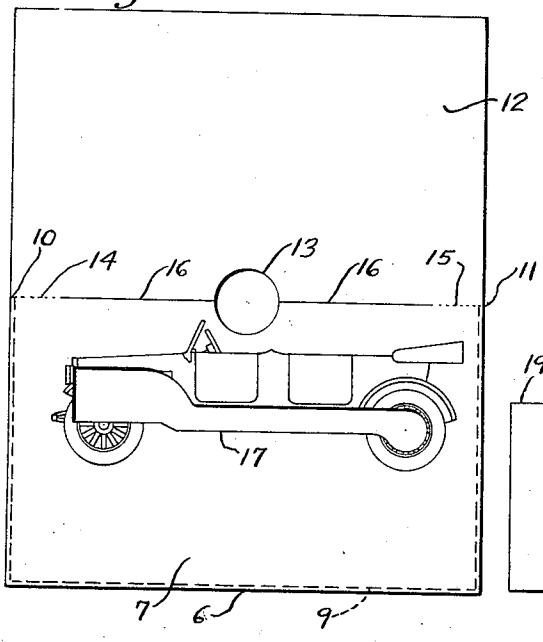



Fig. 4.

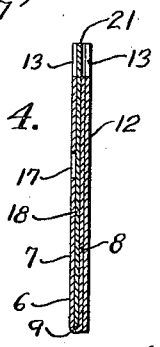
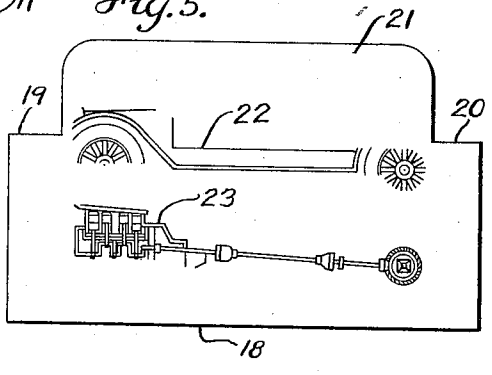



Fig. 5.




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# UNITED STATES PATENT OFFICE.

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## DISPLAY FOLDER.

Application filed September 7, 1922. Serial No. 586,724.

*To all whom it may concern:*

Be it known that we, CLARENCE C. FLEMING, a citizen of the United States, and a resident of Amityville, in the county of Suffolk and State of New York, and HAROLD L. MYERS, a citizen of the United States, and a resident of Morristown, in the county of Morris and State of New Jersey, have invented certain new and useful Improvements in Display Folders, of which the following is a specification, reference being made to the accompanying drawings, forming a part thereof.

Our invention relates to that type of display-folders preferably formed from cardboard blanks showing a design on the outer face, in conjunction with an inner shiftable card carrying on its outer surface the different designs which will combine with the design of outer face through a suitably-cut display-opening to show different completed images when the inner card is transversely shifted into different positions.

The objects of our invention are, among other things, to provide a simplified display-folder of this character which may be easily and cheaply constructed, and also to provide means so that the inner card may not only be securely held within the folder when closed by stop abutments, but also will readily aline such inner card at the limits of transverse movement so that the two images therein may properly register with the outer margined edges of the display opening showing the remainder of the design common to both images on the outer face of our folder.

Our improved folder also permits of printed matter being arranged when desired on the inner surfaces of the flap and inner face of the body, and also provides for the withdrawal of the inner card and ready substitution of another card of similar size carrying different designs for display through the opening in the body of the folder in register with the design on the outer face.

Further objects and advantages will appear hereinafter and be particularly pointed out in the claims, and we have shown one embodiment of our invention in the accompanying drawings in which—

Fig. 1 is a plan view of the closed folder with the shiftable card lowered and showing in this instance a side elevation of the exposed exterior of an automobile;

Fig. 2 is a view similar to Fig. 1 but with the inner card raised to show through the display opening a side view of the engine motor, drive shaft and gearing on the rear axle in conjunction with the outer body shown in Fig. 3;

Fig. 3 is a plan view of the open folder body and showing the outer flap extended flat;

Fig. 4 is a sectional view taken on the line 4—4 of Fig. 1 looking in the direction of the arrows; and

Fig. 5 is a plan view of the shiftable inner card showing the two superposed designs as further illustrated in combination in Figs. 1 and 2.

Similar numerals refer to similar parts throughout the several figures.

Referring to the figures and more particularly to Fig. 3, the body 6 of the folder which is preferably formed from cardboard comprises the rectangular outer face 7 with the inwardly bent inner face 8 to which side strips are secured from the outer face 7 to form an inner rectangular pocket 9. Integral with the upper edge 10—11 of the outer face 7 is the bent-over rectangular closing flap 12 having the centrally-arranged circular hole 13 cut therein and extending through the inner face 8 with the end portions 14 and 15 (shown by dotted lines) scored to form stop abutments while the intermediate portions 16 on either side of the hole 13 are slit as shown by the full lines in Fig. 3. The outer face 7 has formed therein the display-opening 17 of any suitable size or contour as shown in Figs. 1, 2 and 3.

In Fig. 5 we have shown the inner shiftable card 18 having the upper portion cut away at the sides to form the shoulders 19 and 20 and the intermediate tongue 21 having its width approximately that of the slits 16. The two designs 22 and 23 showing component parts of the automobile to be exposed through the display opening 17 are superposed as shown in Fig. 5 upon the same side of the inner card 18.

Our display-folder is assembled and operated substantially as follows: The body 6 and extended flap 12 are placed in alinement so that the pocket 9 is open along the top;

then the inner card 18 is inserted in the pocket 9 with the two designs 22 and 23 arranged to be exposed through the opening 17. The outer flap 12 is then turned down to be in substantial parallelism with the body 6 as shown in Fig. 4 with the middle portion of the tongue 21 exposed in the hole 13 between the outer face 7 and flap 12 as shown in Figs. 1 and 4. The upper wheel and running board design 22 (Fig. 5) then registers through the display-opening 17 with the remainder of the automobile body image as shown in Fig. 1. When it is desired to show the lower engine and drive-shaft design 23 (Fig. 5), the tongue 21 is grasped between thumb and forefinger in the hole 13 and drawn upwardly through the slits 16 until the shoulders 19 and 20 engage the bent-over scored portions 14 and 15 respectively which limit the outward movement of the card 18 and properly register the lower design 23 with that on the outer face 7 as shown in Fig. 2.

The composite automobile design is here shown only for illustration of the capabilities and advantages of our display-folder which lends itself to all manner of designs and images having composite illustrations through appropriately cut display-openings as shown in Figs. 1 and 2. Furthermore we do not wish to confine ourselves to the above specific construction and arrangement of designs or shapes of the parts as modifications in the various details of construction and arrangement may be made without departing from the scope of our present invention.

We claim as our invention:

1. A display-folder comprising a body portion having a pocket, a bent-over flap closing the pocket and intermediately slitted along the fold, an opening formed in the outer face of the pocket, and a display card held in the pocket by the flap with a tongue projectable through the slit to shift the card in the pocket relatively to said opening.

2. A display-folder comprising a body portion having a pocket, an integral bent-over flap closing the pocket and intermediately slitted along the fold, an opening formed in the outer face of the pocket, and a display card held in the pocket by the flap with a tongue substantially as wide as said slit and projectable therethrough to shift the card in the pocket relatively to said opening.

3. A display-folder comprising a body portion having an inner pocket, a bent-over closing flap having a centrally disposed slit along its fold, a display-opening formed in the pocket, and a display card having a plurality of spaced-apart designs held in said pocket with a tongue substantially as wide as said slit projectable therethrough to shift the card in the pocket to register any of said designs with said display-opening.

4. A display-folder comprising a body portion having an inner pocket, a bent-over closing flap integral with the pocket and having a centrally disposed slit along its fold, a display-opening formed in the pocket, and a display card having a plurality of spaced-apart designs held in said pocket by the flap with a tongue substantially as wide as said slit projectable therethrough to shift the card in the pocket to register any of said designs with said display-opening.

5. A display-folder comprising a body portion having an inner pocket, a bent-over closing flap integral with said pocket and intermediately slitted along its fold with a centrally-arranged hole cut therein, and a display card held in said pocket by the flap with a tongue projectable through the slit when grasped through said hole to shift the card in the pocket.

6. A display-folder comprising a body portion having outer and inner faces to form a pocket, a bent-over flap integral with said outer face to close said pocket and provided with stop abutments, a display-opening formed in said outer face, a display card contained in said pocket by said flap but shiftable therein, said card having side shoulders to engage said abutments to limit its outward movement.

7. A display-folder comprising a body portion having outer and inner faces to form a pocket, a bent-over flap integral with said outer face to close said pocket and provided with stop abutments, a display-opening formed in said outer face, with a partial image about said display-opening, a display card having a plurality of designs contained in said pocket by said flap but shiftable therein, said card having side shoulders to engage said abutments to limit its outward movement to register any of said designs with the partial image on the outer face through said display-opening.

8. A display-folder comprising a body portion having an inner pocket, a bent-over flap integral with the pocket to close same and provided with stop abutments, a display-opening formed in the pocket, and a display card held in the pocket by the flap but shiftable therein, said card having shoulders to engage said abutments to limit its outward movement.

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