Feb. 10, 1942. A. L. FIRESTONE 2,272,404

ADVERTISING FOLDER

Filed Dec. 16, 1940 2 Sheets-Sheet 1

Fig. 1

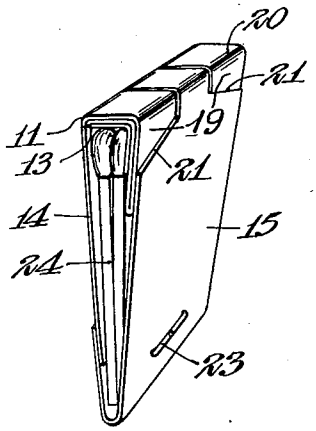


Fig. 2

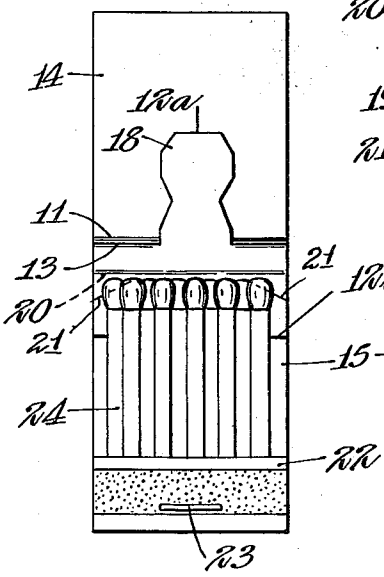


Fig. 3

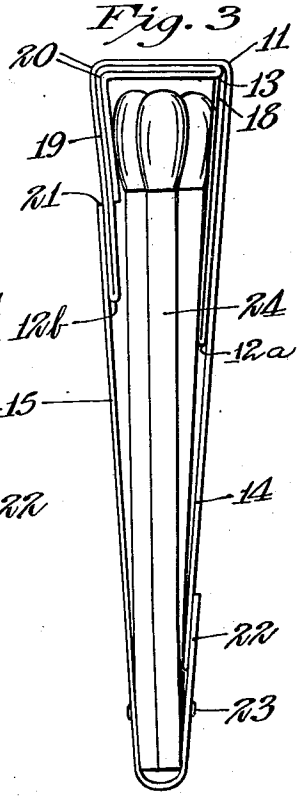


Fig. 4

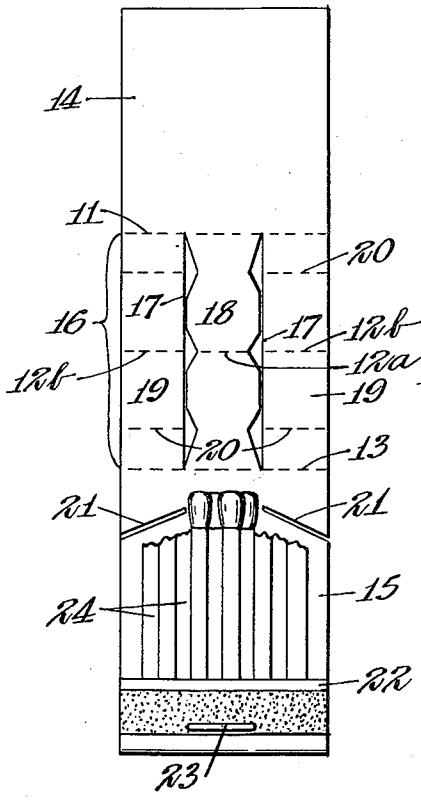
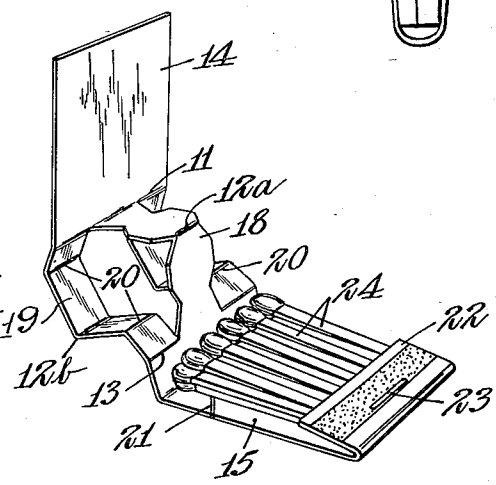


Fig. 5



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Fig. 6

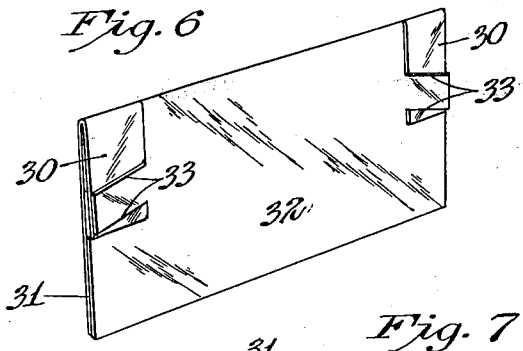


Fig. 8

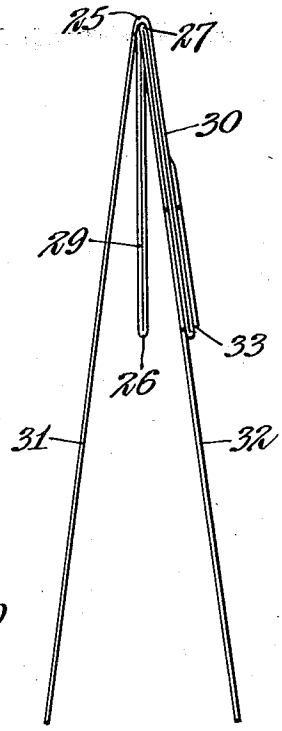


Fig. 7

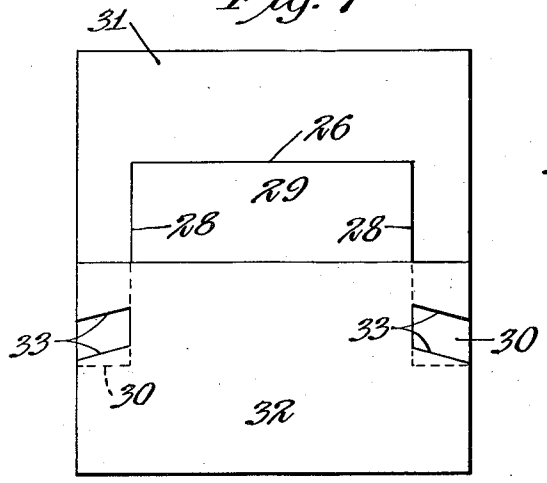


Fig. 9

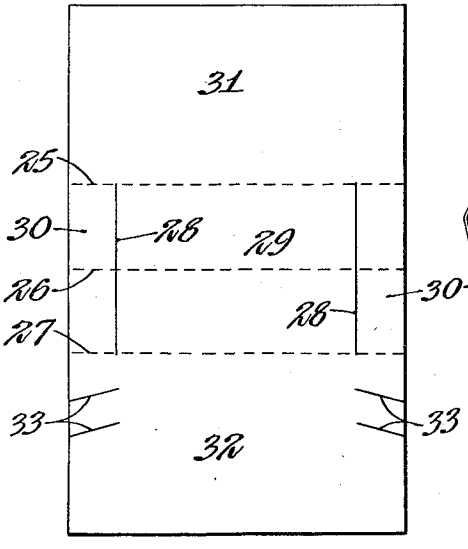
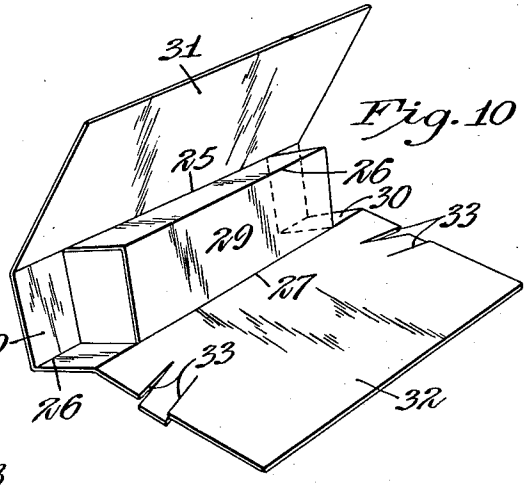


Fig. 10



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Patented Feb. 10, 1942 2,272,404

UNITED STATES PATENT OFFICE

2,272,404

ADVERTISING FOLDER

Allan L. Firestone, St. Paul, Minn.

Application December 16, 1940, Serial No. 370,383

6 Claims. (Cl. 40—126)

This invention relates to advertising folders of the type wherein a display leaf is caused to project between two main sheets or cover panels.

It is an object of this invention to provide a novel display folder which is formed from a single, integral sheet of card board or other suitable foldable material.

A particular object is to minimize hand work in the construction of an advertising folder of the class described and thereby reduce the cost thereof by a novel arrangement of folds and die cuts in a single integral sheet of suitable material, the folds being adapted to be held in proper folded relation by merely interlocking portions thereof and no adhesive, staples, eyelets or other fastening devices being required.

Other objects will appear and be more fully pointed out in the following specification and claims.

The invention will be best understood by reference to the accompanying drawings in which:

Figure 1 is a perspective view of one of my improved folders illustrating its use as a paper match container;

Fig. 2 is a plan view of the same with the container in open position;

Fig. 3 is an enlarged side view of the device in closed position;

Fig. 4 is a plan view illustrating the blank for the container extended and with portions of the matches removed to show the slits in the back panel;

Fig. 5 is a perspective view of the container, showing the blank in partially folded position;

Fig. 6 is a perspective view showing a somewhat simplified form of my invention, suitable for use in direct mail advertising, and in closed position;

Fig. 7 is a plan view of the folder in open position;

Fig. 8 is an enlarged end view of the same folder in partially open position;

Fig. 9 is a plan view of the extended blank for the simplified folder, and

Fig. 10 is a perspective view showing the same blank partially folded.

In the form of the invention illustrated in Figs. 1 to 5 inclusive, a single integral sheet of paper board or like material is divided by parallel crease lines 11, 12*a*, 12*b* and 13 extending entirely across the blank and dividing it into a front panel 14, a back panel 15 and an intermediate section 16, as best shown in Fig. 4. The last mentioned section is divided by slits 17 into a central display leaf 18, of double thickness, and end fastening portions 19, also of double thickness. These fastening portions are further divided by crease lines 20 extending parallel to the lines 11 and 13. When laid flat in blank form the crease line 12*a* is in alignment with the crease lines 12*b* but is adapted to be folded in the reverse direction, as indicated in Fig. 5. The edge portions 19 are arranged to be folded outward to overlap the outer surface of the back panel 15 and to be fastened thereto by inserting their ends in slits 21 extending in from the opposite edges of said panel, as best shown in Figs. 1 and 3. Where the folder is to be used as a match container, an end fold 22 is provided to overlap the inner surface of the panel 15 and to receive a staple 23 for fastening the matches 24 in place. In many cases it is desirable to shape the display leaf 18 by die cutting its side edges to depict or correspond to the outline of the merchandise to be advertised.

In folding the blank, the display leaf 18 is extended inward, as indicated in Fig. 5, and the fastening portions 19 are extended outward by appropriate bending of the fold lines 12*a* and 12*b* in reverse directions. The fold line 11 is then brought into registry with the fold line 13 and the structure is held in this position while the end portions 19 are inserted in the slits 21 of the back panel 15 to thereby fasten the device in properly folded position while leaving the front or cover panel 14 free to be inserted between the matches 24 and fold 23, as shown in Fig. 3, or to be moved to the open position shown in Fig. 2. In open position, the display leaf 18 naturally rises between the outer panels to emphasize the display matter thereon and bring it sharply to the attention of the user.

In the form of my device shown in Figs. 6 to 10 inclusive, a single blank of sheet material illustrated in Fig. 9 is formed by crease lines 25, 26 and 27 extending in parallel relation to each other across the central portion of the blank. This central portion is subdivided by transverse slits 28 to form a display leaf 29 of double thickness and integral fastening members 30 at the ends thereof. The main panels or front and back cover members are indicated by the numerals 31 and 32 respectively. The back panel 32 has one or more slits 33 extending in from opposite edges thereof to receive the members 30 when the blank is folded.

In folding the blank the central portion of the crease line 26 is folded inward, as indicated in Fig. 10, and the end portions thereof are folded outward and then the members 30 are inserted

in the slits 33, as best shown in Figs. 6 and 7 to cause the display leaf 29 to normally project between the front panel 31 and back panel 32, as best shown in Fig. 8. It will be understood that the leaf 29 may be shaped to give it an outline similar to that of the goods being advertised, under appropriate circumstances. This shaping is accomplished by merely die cutting adjacent to the slit edges 28 and removing the severed material. By constructing the folder from suitably stiff material it has been found that the fastening portions 19 or 30 remain securely in the slits in the back panel without any additional securing means, but if the folder is constructed from relatively flexible material it may be necessary to secure the members 19 or 30 upon the back panel by the use of adhesive, eyelets or the like.

My improved folders may be die cut, creased and folded on standard paper working machines so that a minimum of hand work is required and the cost of the folders is unusually low. Moreover, by causing the display leaf to project conspicuously when the folder is opened, I make it possible to give desirable emphasis to the particular goods or feature thereof which is to be advertised.

Having described my invention, what I claim as new and desire to protect by Letters Patent is:

1. An advertising folder comprising, a sheet of foldable material creased along parallel lines to form two main panels and an intermediate leaf section, said leaf section being slit transversely of said crease lines to form an integral display leaf and a fastening member foldable upon one of said main panels and means for retaining said member in overlapping relation to said main panel.

2. An advertising folder comprising, an integral sheet of foldable material creased along parallel lines to form two main panels and an intermediate leaf section, said leaf section being slit transversely of said crease lines to form a display leaf of double thickness and a fastening member foldable upon one of said main panels and means for normally retaining said member in overlapping relation to said main panel.

3. An advertising folder comprising, an integral sheet of foldable material creased along at least three parallel lines to form two main panels and an intermediate leaf section, said leaf section being slit transversely of said crease lines to form a central display leaf of double thickness and end fastening members foldable upon one of said main panels and means for normally retaining said members in engagement with said main panel.

4. An advertising folder comprising, an integral sheet of foldable material creased along at least three parallel lines to form two main panels and an intermediate leaf section, said leaf section being slit transversely of said crease lines to form a central display leaf of double thickness and a pair of marginal fastening members of double thickness foldable outward to overlap the exterior surface of one of said main panels and means for normally retaining said members in engagement with said main panel.

5. An advertising folder comprising, an integral sheet of foldable material creased along at least three parallel lines to form two main panels and an intermediate leaf section, said leaf section being die cut transversely of said crease lines to form a display leaf and a fastening member both of double thickness, said fastening member being foldable upon one of said main panels and said last mentioned panel being formed to interlock with said member to normally retain said display leaf and member in double folded positions.

6. An advertising folder comprising, an integral sheet of foldable material creased along at least three parallel lines to form two main panels and an intermediate leaf section, said leaf section being slit transversely of said crease lines to form a display leaf and a fastening member, both of double thickness, said fastening member being secured in overlapping relation to one of said main panels and said display leaf being disposed normally to project between said main panels.

ALLAN L. FIRESTONE.