March 21, 1933. W. J. GALLAGHER 1,902,121

ADVERTISING FOLDER

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Fig. 1.

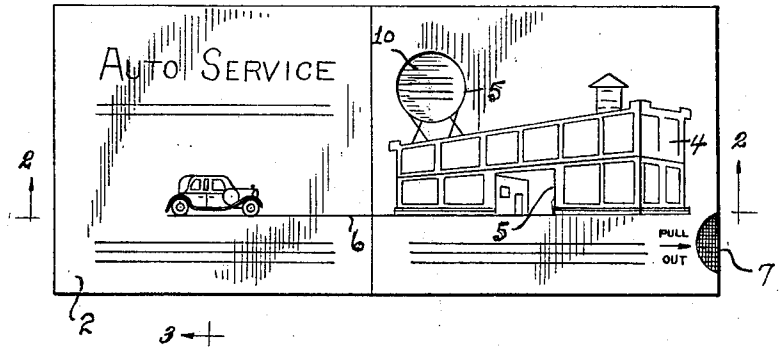


Fig. 3.

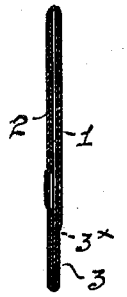
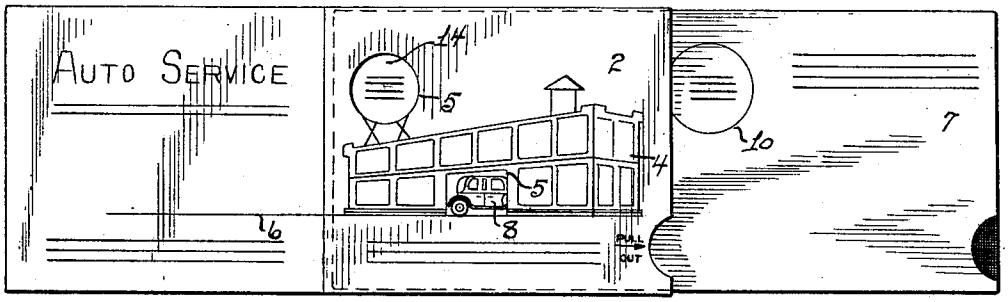


Fig. 2.



Fig. 4.



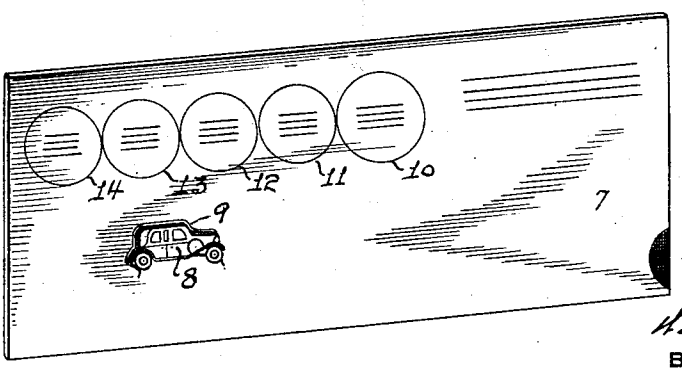


Fig. 5.

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Fig. 6.

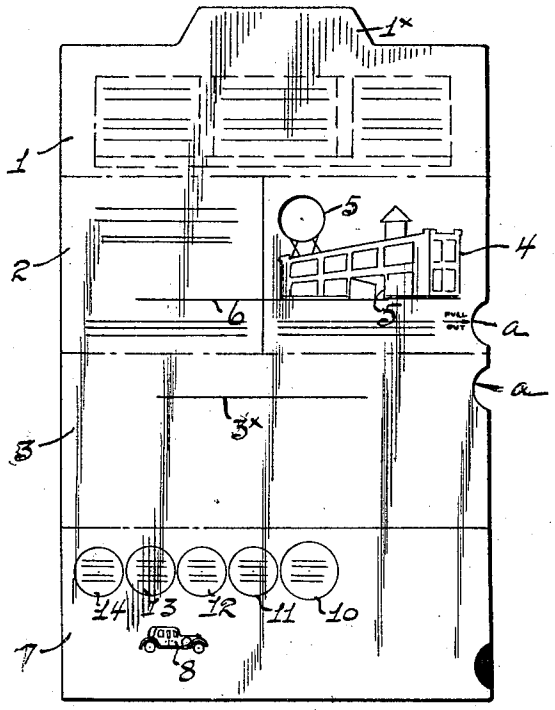
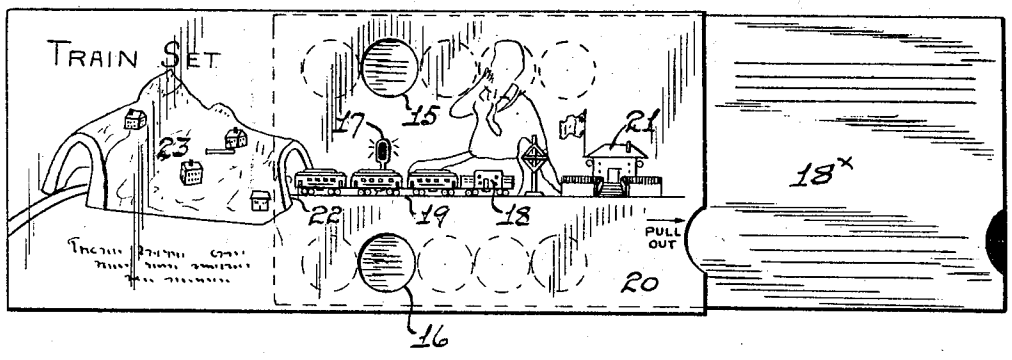


Fig. 7.



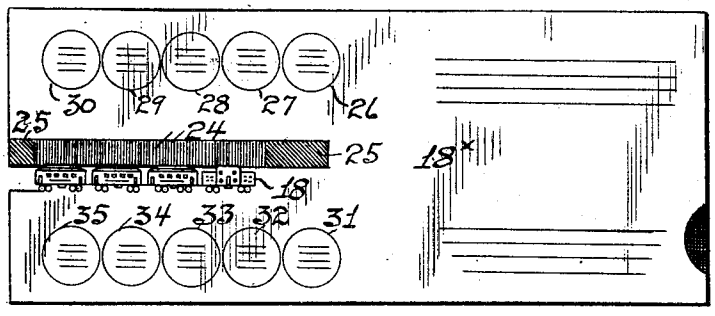


Fig. 8.

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UNITED STATES PATENT OFFICE

WALTER J. GALLAGHER, OF NEW YORK, N. Y.

ADVERTISING FOLDER

Application filed May 5, 1932. Serial No. 609,359.

The object of the present invention is to provide an advertising folder developed from a sheet of paper, printed, die cut, and folded so as to provide an outer fixed member and an inner member which is movable outwardly to arouse interest through the separate, successive and repeated exposure through apertures formed in the outer member of copy briefs or illustrations allied with the product or service advertised. The movable member also presents a section not exposed through the outer member, which section is adapted to primary or supplementary copy.

The invention will be described with reference to the accompanying drawings, in which

Fig. 1 is a plan view of an embodiment of the invention.

Fig. 2 is a longitudinal section on the line 2—2, Fig. 1.

Fig. 3 is a transverse section on the line 3—3, Fig. 1.

Fig. 4 is a view similar to Fig. 1, showing the inner member moved outwardly.

Fig. 5 is a perspective view of the inner member.

Fig. 6 is a plan view of the printed and die cut blank comprising the inner and outer members.

Fig. 7 is a plan view of a modified form of the device showing the inner member moved outwardly a partial extent.

Fig. 8 is a plan view of the inner member illustrated in Fig. 7.

Referring to the drawings, it will be noted that the form of the invention illustrated in Figs. 1 to 6, inclusive, comprises an outer member folded up to form sections 1, 2 and 3 of the printed and die cut sheet shown in Fig. 6.

Section 1 is provided with a projecting lip $1x$ adapted, when the outer member is folded, to enter a slot $3x$ in section 3.

In the embodiment illustrated in Figs. 1 to 6, I have shown for purposes of illustration, a garage building 4 printed on section 2 above which appears an annular opening 5 so related to the building that it has the appearance of a roof sign. The vertical line 5 is cut through section 2 and in connection with the horizontal line 6 for a purpose now to be described.

The movable member of the folded assembly comprises a single sheet 7, which, in the present embodiment, has printed thereon the picture of an automobile at 8, the boundary of which is separated from the sheet by a line of cut as illustrated in Fig. 5, except at the base, the line of cut being indicated at 9, Fig. 5. It thus will be seen that when the automobile representation is slightly bent outward, as shown in Fig. 5, and passed through horizontal slot 6, it may be moved to the right until it projects into vertical slot 5, as indicated in Fig. 4.

It will be noted that the right-hand margins of sections 2 and 3 of the outer member are cut away at a to form thumb passages so that the thumb and finger of the operator may grasp movable member 7 and pull the same outwardly from the position shown in Fig. 1 to the position shown in Fig. 4.

When the parts are in the position shown in Fig. 1, the initial one, 10, of a plurality of copy briefs or illustrations, allied with the product or service advertised, will be exposed through annular opening 5 of the outer member, the series of copy briefs or illustrations being indicated at 10, 11, 12, 13, 14.

The left-hand section of section 2 of the outer member may contain the name of the product, service or idea, and additional text, and supplementary text may be placed on the right-hand portion of said section 2 as in the present embodiment under the representation of the building.

When inner movable member 7 is grasped and moved outward by the reader, the copy briefs or illustrations, 10 to 14, inclusive, will be exposed in succession through opening 5 of the outer member of the folder and at the end of the movement the right-hand portion of the movable member will be exposed so as to bring into view printed matter thereon constituting supplementary, summarizing, or other "action getting" copy, which may be printed thereon.

In the modification illustrated in Fig. 7, the folder including the movable inner mem-

ber, is constructed exactly as shown in Fig. 6, with the exception of the subject matter and the fact that two windows or openings, 15 and 16, are formed in the outer member, and, in addition, an opening 17 which, in said embodiment, represents a signal light. For purposes of illustration, the printed matter is shown as advertising a train set and the movable member 18x has printed thereon the representation of a train 18 which is cut away from member 18x except at the base and which may be slightly bent outwardly and inserted through a horizontal slot 19 in outer member 20. This slot represents a railroad track and printed on outer member 20 at one end is the representation of a station 21.

In Fig. 7, rearwardly of the train representation therein shown, outer member 20 is formed with a slot indicated at 22 extending somewhat vertically to permit the train representation to pass therethrough with the illusion of entering a tunnel representation 23.

On member 18x, above the representation of the train, is a colored band, for example, red at 24 and green at 25, which band is exposed through the opening 17 of the signal.

As inner member 18x is moved outwardly by the reader, each one of a series of copy briefs or illustrations 26, 27, 28, 29, 30, is exposed through opening 15 of the outer member, and each one of a second series 31, 32, 33, 34, 35 of copy briefs or illustrations, is exposed, in succession, through opening 16 of the outer member. This movement also initially moves the front green portion of the colored band into register with opening 17 of the signal representation, followed by red, and finally, green. When the member 18x is moved to its complete outer right-hand position, the exposed portion thereof may have printed therein "action-getting" copy, and, in addition, may have thereon the advertiser's name and address, or, the name and address of the authorized dealer.

The form of the advertising folder is practical from the manufacturing standpoint, being of the utmost simplicity, and it is very convenient for the reader to handle, and inasmuch as the form of the folder attracts interest, there is no need of extensive text. The device can be formed to fit regulation mailing envelopes for transmission as one-ounce, first-class mail, and may be slightly modified as an unsealed mail item for transmission third class.

Having described my invention, what I claim and desire to secure by Letters Patent, is as follows:—

An advertising folder comprising an outer member folded to form front and rear sections, a slidable sheet disposed within the outer member between said sections and adapted to be moved outwardly, a horizontal slot and a slot extending angularly thereof and an opening formed in one of said sections, said last named section having an object printed thereon adjacent said angularly extending slot, an object representation carried by the slidable sheet and projected through said horizontal slot, a series of individual copy briefs or illustrations being printed upon the slidable sheet and in line with said opening, whereby movement of the slidable sheet carries said copy briefs or illustrations successively into view as the object representation is moved along said slot, and whereby said object representation may be projected through the angularly extending slot so as to be obscured by the section in which it is formed.

In testimony whereof, I have signed my name to this specification.

WALTER J. GALLAGHER.