May 2, 1939. M. B. LEVY 2,156,815

ADVERTISING FOLDER

Filed July 15, 1938

Fig. 1

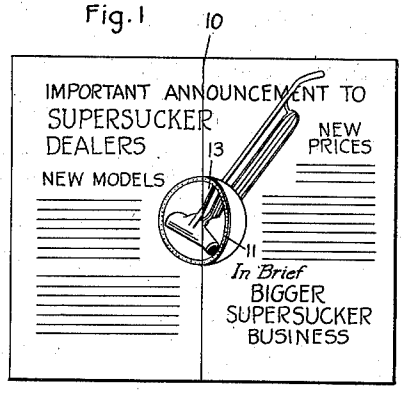


Fig. 2

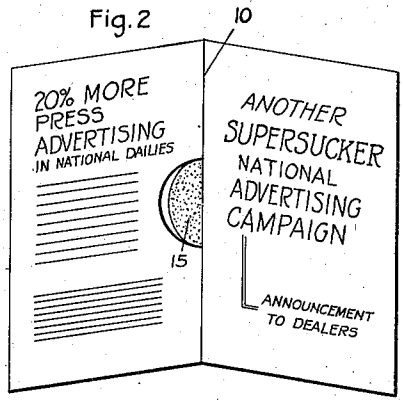


Fig. 3



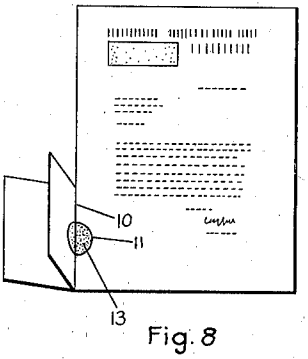


Fig. 8

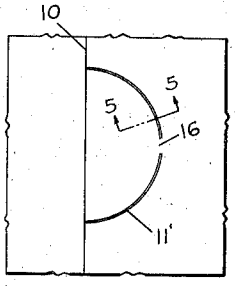


Fig. 4

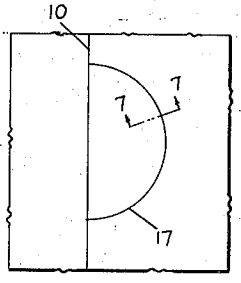


Fig. 6

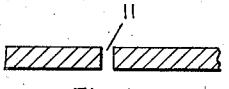


Fig. 5

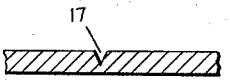


Fig. 7

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ADVERTISING FOLDER

Marvin B. Levy, Lincoln, Nebr.

Application July 15, 1938, Serial No. 219,372

2 Claims. (Cl. 40—125)

My invention relates to folders adapted for attachment to letters and carrying advertising or educational material, one of its objects being the provision of a folder adapted for easy attachment to the letter.

Another object of the invention is the provision of a four-page folder containing reading matter and illustrations and so arranged as to be secured to a letter with all four pages readily accessible to the recipient of the letter.

Another of my objects is the provision of a folder which is adapted for attachment to a letter without rendering inaccessible any portion of the letter.

Another object is the provision of a folder with a gummed flap carrying illustration partly on the flap and continuing on the body of the folder.

Still another object of the invention is the provision of a folder having a hinge on a gummed flap adjacent to the hinge of the folder, the folder being partially severed from the body portion of the folder and so designed that the severance may be completed by the pressure of a thumb on the flap.

Having in view these objects and others which will be pointed out in the following description, I will now refer to the drawing, in which

Figure 1 is a plan view of the inner side of the folder showing the hinged flap surrounding a portion of the illustration of the article which is being advertised.

Figure 2 is a similar view showing the reverse side of the folder shown in Figure 1 and showing particularly how the first and fourth pages of the folder are completely visible with the exception of the reverse or gummed side of the flap.

Figure 3 is a plan view showing the use of the folder for advertising a salesbook which is illustrated on the folder in a manner such that the main portion of the salesbook is shown on one side of the hinge, while the front cover of the salesbook is shown on the hinged flap of the salesbook, the flap being cut on the outlines of the illustration of the front cover of the salesbook.

Figure 4 is a view showing an optional form in which the severance line is interrupted but adapted to be completed at the time of application of the folder to a letter.

Figure 5 is a sectional view on the line 5—5 of Figure 4.

Figure 6 shows another optional form showing the outline of the severance line between the flap and the folder, the line being cut only partly through the paper so that the secretary when applying the folder to a letter need only press her thumb against the flap to sever the flap from the folder at one side of the hinge before applying the gummed surface of the flap to a letter.

Figure 7 is a sectional view on the line 7—7 of Figure 6.

Figure 8 is a view in much reduced scale showing a letter with a folder secured thereto.

The folder is in the form as shown in Figures 1, 2 and 3 and is made of paper or other suitable material hinged on the line 10. The folder thus has four pages. Figure 2 shows the first and fourth pages while Figure 1 shows the second and third pages as one page. In the form shown in Figures 1 and 2, there is a circular outline which is symmetrical about the hinge 10. In the form shown in Figures 1 and 2, the semicircular die cut 11 is made through the third and fourth pages of the folder, leaving the flap entirely separated from the folder except for the connection through the hinge 10. The circular portion about the hinge 10 contains an illustration of a portion of the article to be advertised, the remainder of the article being shown on what would be the third page of the folder. The second and third pages as a single page are thus available throughout their extent for advertising purposes.

As shown in Figure 2, the first or outside page is also available throughout its extent for advertising purposes, while the last page is fully available for the same purpose except for the semicircular flap as shown in Figure 2.

The application of the folder for advertising a salesbook is shown in Figure 3. This also has a hinge 10 with the illustration of the body portion of a salesbook shown at one side of the hinge. The material of the folder is severed on the lines shown at 12 which in the present instance is the outline of the illustration of the front cover of the salesbook. In the form shown in Figures 1 and 2, the flap 13 is semi-circular in outline, but in Figure 3 this flap 14 conforms more to the shape of a portion of the article to be advertised. In all cases the flaps 13 and 14 are provided on the sides corresponding to the fourth page with a gummed surface whereby the folder may be secured to a letter as shown in Figure 8. This gummed surface is indicated by the numeral 15 in Figure 2.

The folder is especially adapted for application to letters and designed to utilize to the fullest extent the space on the folders for advertising goods or services or for otherwise conveying information. As shown in Figure 8, the folder may be secured at the edge of a letter or other

desired position on the letter in a manner such that it covers up no portion of the letter but attracts immediate attention to the information disclosed on the folder. The recipient of such a letter has his attention drawn instantly to the first page of the folder so that his interest can easily be held until he has read all that is on the folder. The folder may also be employed to determine the line on which the letter is to be folded before being placed into the envelope.

When the folder must be run through the press for the insertion of additional printed material, the loose flap may interfere slightly with the printing operation. This difficulty may, however, be entirely overcome by means of the optional constructions shown in Figures 4, 5, 6 and 7. In Figures 4 and 5, the severance line 11 between the flap and the body of the folder is interrupted at 16 so that pressure of the thumb will completely separate the flap from the body of the folder at one side of the hinge. The difficulty may also be overcome by die cutting only partly through the paper and making the severance line continuous. The cut 17, as best shown in Figure 7, is wedge shaped in cross section, being continuous in extent but only partial in depth, the view being greatly exaggerated both as to thickness of the material and shape of the cut 17. The depth of the cut must, of course, depend largely on the thickness and character of the paper and at such a depth that light pressure of the thumb against the flap will cause complete severance at one side of the hinge.

Having thus described my invention in such full, clear, and exact terms that its construction and operation will be readily understood by others skilled in the art to which it pertains, what I claim as new and desire to secure by Letters Patent of the United States is:

1. An advertising device consisting of a folded sheet having a hinge dividing said sheet into two leaves, a flap having a hinge aligned with said hinge of said sheet, said flap being integral with one of said leaves but having a cut outline on the other of said leaves and having a gummed under surface, an illustration of the advertised article appearing partly on the upper surface of said flap and partly on the upper surface of the leaf from which the flap is severed.

2. An advertising device consisting of a sheet having a fold or hinge on the median line thereof, an illustration of an article of commerce on the upper surface of said sheet and extending across said hinge, said sheet being cut on a line partially surrounding said illustration to form a flap which is hinged to said sheet on a line in alignment with the sheet fold and being gummed on the under surface therefor within the cut outline whereby said sheet may be secured to a letter or the like in a manner such that both surfaces of said sheet and the covered portion of the letter may be exposed to the reader of the letter by turning the leaves of said sheet.

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