March 31, 1931. G. E. DITZLER 1,798,145

ADVERTISING DEVICE

Filed May 3, 1928

Fig. 1

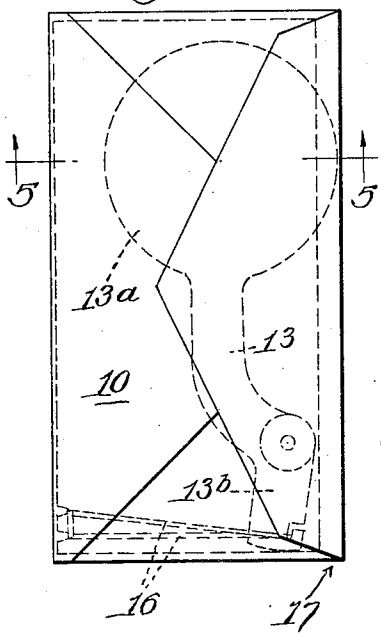


Fig. 2

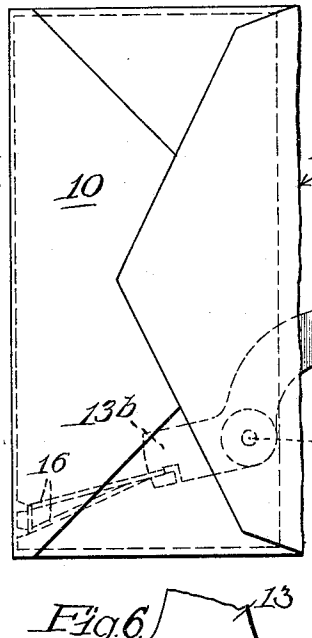


Fig. 8.

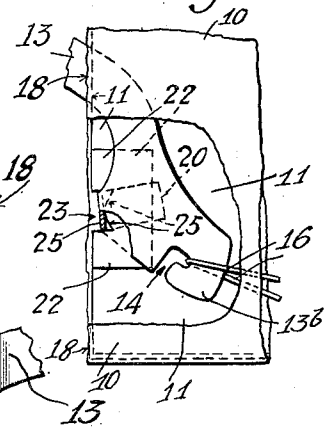


Fig. 7.

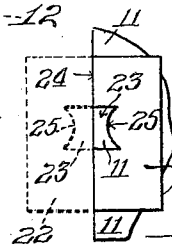


Fig. 6

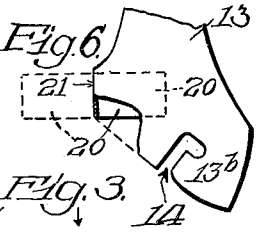


Fig. 3.

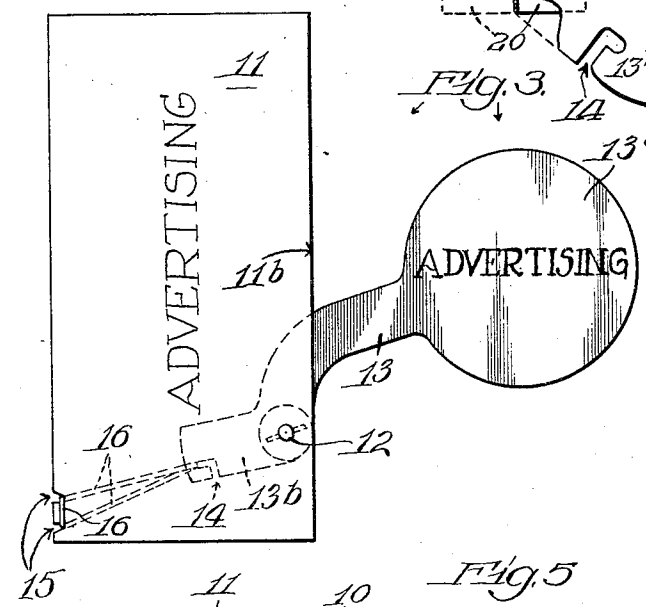


Fig. 4

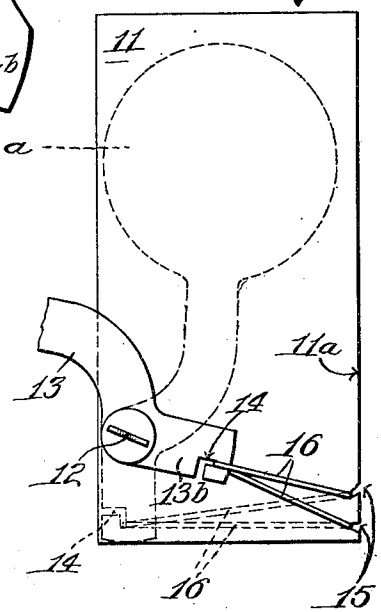
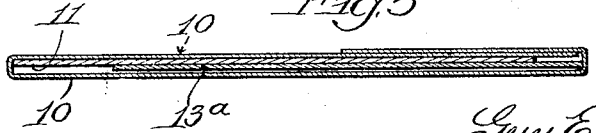


Fig. 5



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UNITED STATES PATENT OFFICE

GUY E. DITZLER, OF HINSDALE, ILLINOIS

ADVERTISING DEVICE

Application filed May 3, 1928. Serial No. 274,949.

These improvements relate to small devices mainly for advertising purposes and which will ordinarily be made of cardboard or similar flat sheet material, and in a form suitable for enclosure within an envelope for mailing.

The chief object is to provide a device which will present advertising matter with emphasis and with more than merely momentary or immediate attention.

In the drawings Figure 1 represents the reverse side of an envelope with dotted lines showing the advertising device within it; Fig. 2 is a view of the same envelope after a paper cutter has been passed under the right hand edge severing the flap, and showing how the swinging element comes into view; Fig. 3 is a face view of the device complete in a simple form; Fig. 4 shows the reverse side of the device of Fig. 3 with the swinging member shown in folded position by dotted lines; Fig. 5 is an enlarged sectional view on the line 5—5 of Fig. 1; Fig. 6 shows a modification of the swinging member with respect to the pivotal connection; Fig. 7 shows the base formed to cooperate with the construction of Fig. 6; and Fig. 8 is a fragmentary and broken view showing the parts of Figs. 6 and 7 assembled and operatively in an envelope.

The container 10 may be the ordinary paper mailing envelope of commerce, as shown. The device mailable within the envelope comprises a base 11 of substantially flat sheet material and of a size and shape enabling it conveniently to fit within the envelope. On the base 11 in Figs. 1 to 5 inclusive is pivotally mounted, as by means of a small split rivet 12, a swinging member 13. When of the general form shown this swinging member preferably has an enlargement or head as 13*a* and a lever extension 13*b*. It is shown as a lever of the first class.

Fig. 4 shows a notch 14 cut in the lever extension 13*b* and there is a pair of notches 15 cut in the edge 11*a* of the card or base 11 at lower portions thereof and at a place opposite the edge 11*b* of the base near which the arm 13 is pivoted. An endless rubber band 16 is hooked into the notch 14 and around the material between the notches 15, as shown, and exerts such pulling strains upon the lever extension 13*b* as to swing the arm 13 into its open position shown by Fig. 3, at which time the rubber connections and the pivot 12 are substantially in a line. The arm 13 therefore swings out laterally beyond an edge of the base to the materially great extent desired and is then held in that relative position by the rubber band, since further movement of the arm 13 in either direction on the pivot 12 puts the rubber band under greater tension. Other resilient means for causing the swinging member so to move may be employed.

The enlarged end or head 13*a* of the swinging arm is designed to provide a materially large space for advertising in the form of a picture, word, etc. which it is desired to impress upon the mind of the recipient. The base 11 as well as the swinging arm 13 may be of ordinary carboard, celluloid and similar flat sheet material.

The device is inserted in the envelope as shown by Fig. 1. Almost invariably the recipient opens his mail by inserting a slender blade at the arrow point 17, Fig. 1, under the flap of the envelope and cutting the edge material so as to provide an opening therein at the severed edge 18 of Fig. 2. As soon as the blade has cut or torn through this edge material the arm 13 and head 13*a* swing into view as shown in Fig. 3. Thereupon, after the first surprise, the rest of the device is withdrawn and the advertising read. The device is then played with by the recipient, at least according to usual experience, and, as a net result the advertising is quite effectively brought to the recipient's attention. A valuable feature is that the device is usually not thrown away at the time, but is kept for the fun and amusement of similarly surprising others.

According to Figs. 6, 7 and 8 (showing rear views as in Fig. 4) I do away with the pivot as 12 and substitute therefor an interlock of parts providing substantially a pivotal connection between the swinging member and the base. In Fig. 6 the swinging member 13 has an integral tab or ear 20 (shown extended

to the left, before folding over, by dotted lines) which is folded upon the body of the member 13 on the line 21. Fig. 7 shows the base 11 provided with an integral tab 22 having a hole 23 therethrough. The dotted lines of Fig. 7 show the tab 22 extended to the left before folding over. The full lines show it folded over face to face with the base 11. Note the convex edge 25 of the hole 23 opposite the edge or line 24.

When the tab 22 is in its full-line position and the tab 20 is in its partly full-line and partly dotted-line position (both tabs being folded over) the tab 20 may be passed through the hole 23 and thereupon the tabs are interlocked with each other and the material at the line 21 (Fig. 6) comes against the convex edge 25 (Fig. 7). The elastic cord 16 draws upon the member 13 so as to maintain the parts interlocked. The curved edge 25 is a bearing on which the part 13 may rock. Assembly of the parts is thus facilitated and the cost is otherwise reduced. Fig. 8 contemplates and shows that the edge 18 of the envelope 10 has been severed, releasing the swinging member 13 for display.

The device is extremely simple and cheap in construction, features of great importance in such advertising art.

I contemplate as being included in these improvements all such variations, changes and departures as fall within the scope of the appended claims.

I claim:

1. In a device of the character described, the combination of a flat rectangular envelope of paper or the like, a surprise device including a base of substantially flat sheet material encompassed by the envelope, there being a member mounted on the base to swing in planes substantially parallel with the planes of the base and having a part for advertising matter adapted to extend laterally beyond an edge of the envelope when released, a closed edge portion of the envelope normally holding the swinging member against such lateral swinging movement, there being resilient means operatively between the swinging member and the base for causing said member to swing into such laterally-extending relative position when the edge portion of the envelope normally holding the swinging member is severed.

2. In a device of the character described, the combination of a base of substantially flat sheet material adapted to be encompassed by an envelope, a member mounted thereon to swing in planes substantially parallel with the planes of the base whereby the swinging member may overlie the base in one relative position and whereby a part thereof may extend laterally therefrom into another relative position while remaining in substantially the same planes relative to the base, with resilient means for causing said member to swing into such other relative position, said swinging member having a tab adapted to be folded over to provide a hook-like element, with means on the base forming an opening adapted to hold said folded over tab to provide an interlocking pivotal connection between the swinging member and the base.

3. In a device of the character described, the combination of a base member of substantially flat sheet material adapted to be encompassed by an envelope, a swinging member mounted thereon to swing in planes substantially parallel with the planes of the base member whereby the swinging member may overlie the base member in one relative position and whereby a part thereof may extend laterally therefrom into another relative position while remaining in substantially the same planes relative to the base member, with resilient means for causing said swinging member to swing into such other relative position, one of said members having an integral tab and the other thereof having an opening accommodating the tab, the construction providing an interlocking pivotal connection between the two members, the elements of the pivotal connection being arranged with respect to each other and to said resilient means whereby the latter holds said elements in their operative relative positions.

GUY E. DITZLER.