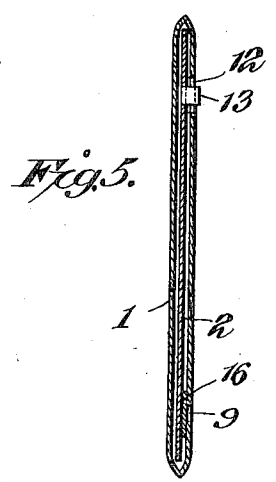
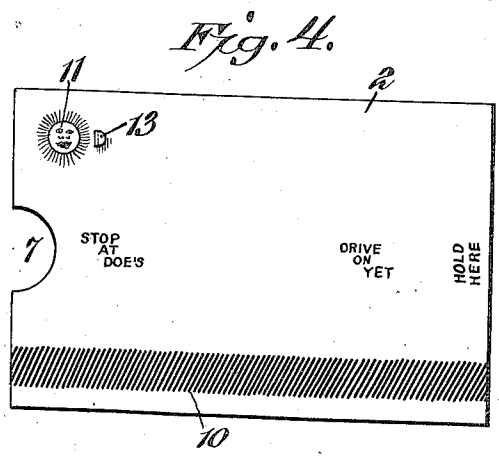
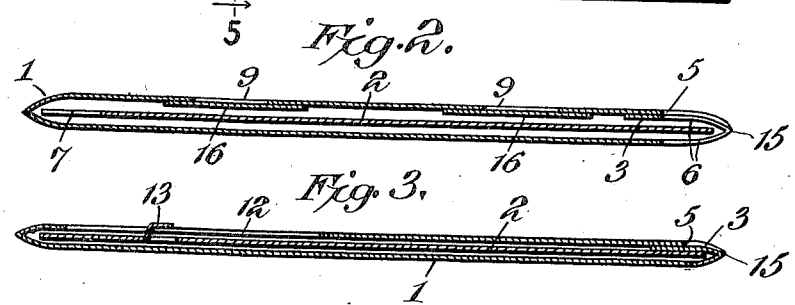
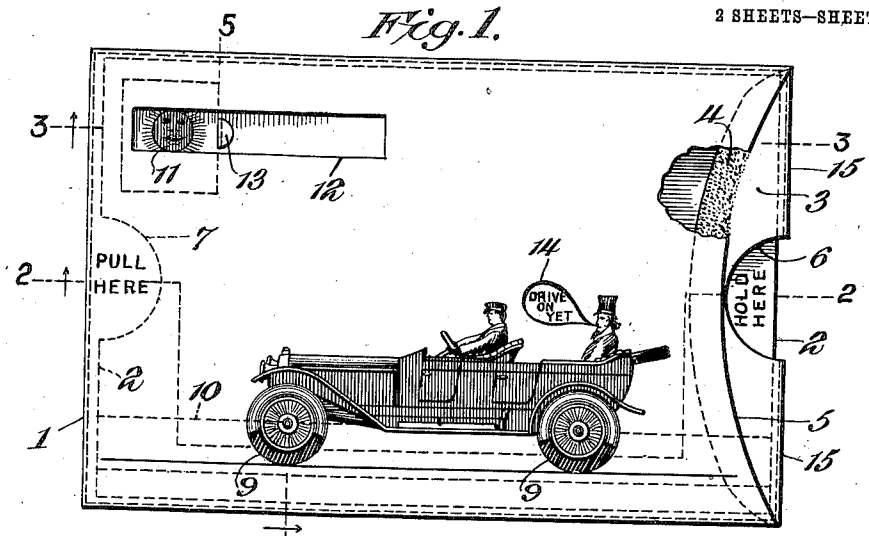


H. K. TABLER.
 ADVERTISING CARD.
 APPLICATION FILED MAY 2, 1912.

1,036,930.

Patented Aug. 27, 1912.
 2 SHEETS—SHEET 1.



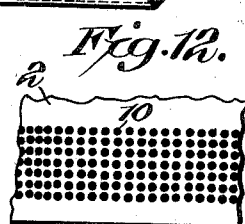
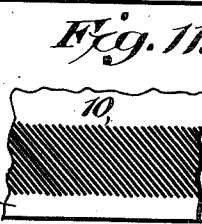
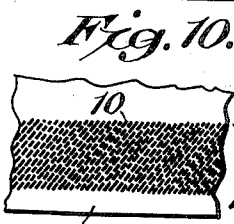
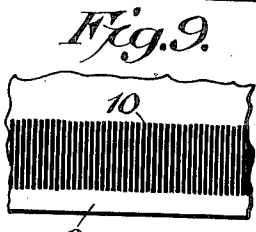
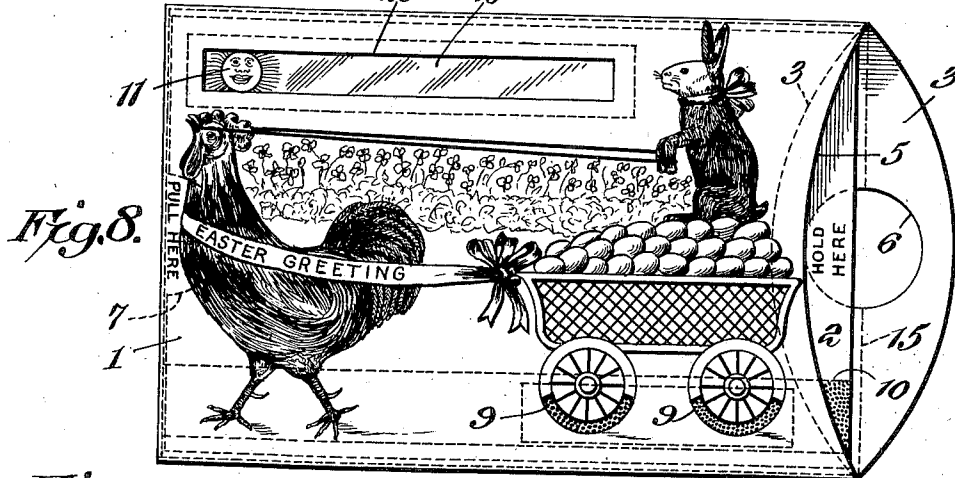
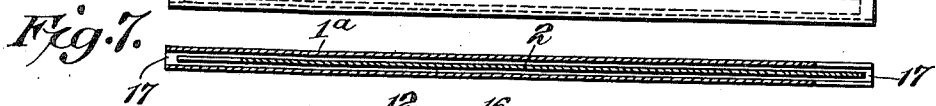
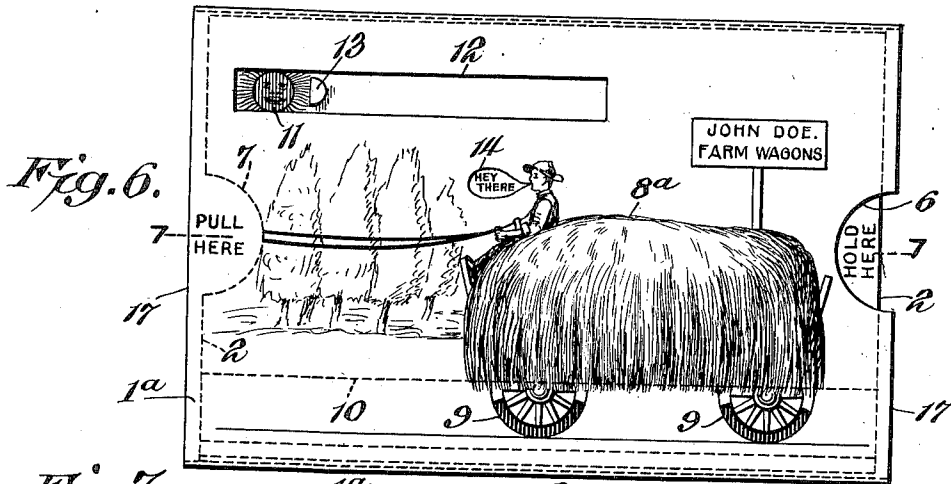
WITNESSES
 Howard D. Orr.
 J. J. Chapman.

Herbert K. Tabler, INVENTOR,
 BY *E. J. Siggers*
 ATTORNEY

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2 SHEETS—SHEET 2.



WITNESSES

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UNITED STATES PATENT OFFICE

HERBERT K. TABLER, OF COLMAR, ILLINOIS.

ADVERTISING-CARD.

1,036,930.

Specification of Letters Patent. Patented Aug. 27, 1912.

Application filed May 2, 1912. Serial No. 694,688.

To all whom it may concern:

Be it known that I, HERBERT K. TABLER, a citizen of the United States, residing at Colmar, in the county of McDonough and State of Illinois, have invented a new and useful Advertising-Card, of which the following is a specification.

This invention has reference to improvements in advertising cards, and its object is to provide a means for attracting attention by a visible display simulating a movement of parts depicted on the device by a seemingly different movement of other parts.

The invention comprises two members one capable of movement with respect to the other, with one of the two members normally hidden behind or within the other except that it is in part visible through sight openings in the covering member, and the hidden member is provided with markings so arranged that a simulation of a rotative movement is produced at one or more sight openings by a right movement of the hiding member, which latter may have an extent of movement permitting the withdrawal from the hidden position into sight of the hidden member to cause the display in visible position of any matter which it may be desirable to bring to the attention of the observer.

The present invention is capable of use for advertising purpose, whether for ordinary distribution or for transmission through the mails, and, in the latter case, provision may be made for the inclusion of letters or circulars, since the hiding member may take the form of an envelop.

The invention will be best understood from a consideration of the following detailed description, taken in connection with the accompanying drawings forming a part of this specification, with the further understanding that while a few examples of practical embodiments of the invention are shown in the drawings, the device may assume other forms, wherefore it is not confined to any exact conformity with the showing of the drawings, but may be changed and modified so long as such changes do not mark any material departure from the salient features of the invention.

In the drawings—Figure 1 is a face view with some of the parts broken away of an embodiment of the present invention; Fig.

2 is a section on the line 2—2 of Fig. 1, with the proportions exaggerated; Fig. 3 is a section on the line 3—3 of Fig. 1; also with proportions exaggerated; Fig. 4 is a face view of the normally hidden member indicated in Fig. 1, but drawn on a smaller scale than Fig. 1; Fig. 5 is a section on the line 5—5 of Fig. 1 with proportions exaggerated; Fig. 6 is a view similar to Fig. 1, but illustrating a somewhat different embodiment of the invention; Fig. 7 is a section on the line 7—7 of Fig. 6 with proportions exaggerated; Fig. 8 is a view similar to Figs. 1 and 6, but illustrating a still further embodiment of the invention; and Figs. 9, 10, 11 and 12 are fragmentary views showing different markings which may be employed on the normally hidden member.

In Fig. 1 and associated figures, and also in Fig. 8, there is indicated an envelop 1, constituting the inclosing or hiding member, and a sheet or card 2 constituting the normally hidden member; while in Figs. 6 and 7, there is indicated an inclosing member 1^a of double-wall construction in which is normally lodged a hidden member 2 in the form of a sheet or card as in the other figures.

In the structure shown in Fig. 1 and associated figures, the envelop is provided at one end with a flap 3, which may have a layer 4 of adhesive, such as is commonly employed on envelops, while that face of the envelop visible in Fig. 1 is cut away at the flap end, as indicated at 5, and both the flap 3 and the face of the envelop remote from that visible in Fig. 1, are cut away as indicated at 6, to allow a finger hold upon the normally hidden member housed within the envelop 1. That portion of the hidden member 2 which is normally visible at the finger opening 6 may have some appropriate manipulating directions thereon, such as the words "Hold here." At the opposite end of the hidden member 2, there is a cut-away portion 7, similar to the cut-away portion 6 of the envelop, and, on the face of the envelop visible in Fig. 1 coinciding with the space 7 of the housed card or hidden member 2, other words or directions may be provided, as for instance, the word "Pull here." It will be understood that the words of directions are most conveniently produced by printing at the proper places.

Displayed upon the face of the envelop

visible in Fig. 1, there may be almost any illustrated matter that the purchaser of the envelop may desire or may seem best adapted to attract the attention of the observer, either for decorative or advertising purposes. In the particular instance shown in Fig. 1, there is an illustration 8, of an automobile, which illustration may be produced by ordinary plain printing or more pretentiously by embossed printing or otherwise. Those portions of the printed illustration representing the wheels of the automobile are cut away to form slots 9, which may embrace a portion only of the circumference of the wheel, each slot being curved in conformity with the representation of that portion of the tire of the wheel toward the ground and rising therefrom to a point nearly or quite level with the hub of the wheel, so that the slot may approach a semi-circular contour.

That portion of the hidden member 2 corresponding in position to the slots 9, is provided with a band 10, of markings of any one or more of quite a wide variety of designs. In Fig. 4, the card or hidden member 2 is shown as of rectangular form, and adjacent one long edge the band 10 is indicated as made up of parallel lines at an angle to the length of the band which extends parallel with one of the long sides of the card, the lines slanting toward the other long edge of the card in a direction toward that end of the card bearing the direction words "Hold here."

The width of the band 10 is the same as, or a little greater than the altitude of the arc-shaped slot or slots 9, so that there is displayed through these slots an arc-shaped series of short parallel lines constituting corresponding parts of the series or band 10. It is assumed that the card or hidden member 2 is movable lengthwise of the envelop 1, which is also of rectangular form and of a size to freely and yet not too loosely receive the card or hidden member 2. If the card 2 be moved lengthwise of the envelop 1 in the direction to withdraw the card from the flap end of the envelop, this direction of movement being from left to right as viewed in Fig. 1, there will be seen progressively different portions of the lines of the band 10 at the slots 9, these visible portions of the lines or markings of the band 10 seemingly following the curved path outlined by the shape of the slots 9. The lines follow each other in rapid succession, since they are produced closely together in the band, and as they seemingly approach the ground line upon which the vehicle apparently rests, and then recede from the ground line in the same manner as the eye would follow the rim portion of a revolving wheel, the effect produced upon the observer is that the wheels of the auto-

mobile are revolving and that the vehicle is progressing.

To increase the effect of progressional movement of the vehicle, the card or hidden member 2 has produced thereon at what constitutes the upper portion when the device is being operated, a conventional representation 11 of the sun, and this representation 11 is so positioned as to be visible at an elongated slot 12 correspondingly produced in the envelop 1. When the card 2 is introduced into the envelop, its movement in one direction, this being toward the left as viewed in Fig. 1, is arrested by the closed end of the envelop, which end is opposite the flap end, while movement of the card 2 in the other direction is limited by a tongue 13 struck up from or produced on the card in such position as to enter the slot 12 and engage that end of the slot toward the flap 3 when the card is correspondingly withdrawn from the envelop.

To heighten the effect of the device, and also to provide means for the display of advertising matter, the illustration of the automobile may contain representations of human beings, such as a chauffeur and a passenger, and, positioned adjacent the passenger is a sight opening 14, through the envelop 1, to reveal any suitable legend on the card 2 when in the housed and inserted position, the particular legend shown in the drawings being the words "Drive on yet." The card may contain another legend, of an advertising nature, such as "Stop at Doe's," this last legend being suitably positioned to be visible at the sight opening 14 when the card is at the limit of its withdrawn position.

The card or hidden member 2 will provide space for printed or written information, advertising matter or ornamentation, and that face of the envelop 1 remote from the observer in Fig. 1, may be employed for post-office addressing and the attachment of postage stamps in the usual manner; while the gummed flap 3 may be moistened and folded into the envelop and there sealed against the portion of the envelop visible in Fig. 1, the cut-away portion 5, leaving the cut-away portion 6 of the flap visible and accessible although the card 2 is then effectively sealed within the envelop and cannot be manipulated to produce the results for which the invention is designed. The person receiving the envelop with the inclosed card, has but to slit the flap where folded over, this folded-over position being indicated at 15 in Fig. 1, when by grasping the card 2 at the openings 6, and grasping the envelop at the point marked "Pull here", the card 2 may be withdrawn from the envelop to the extent permitted by the length of the slot 12, thus producing a simulation of the turning of the wheels of the automobile in the direction of assumed travel of

the vehicle, which illusion of movement is heightened by the movement of the representation 11 of the sun, this illusion being further heightened by holding the card 2 stationary and pulling on the envelop so that the latter actually moves away from the card, thus causing the representation of the sun to apparently stand still while the representation of the automobile actually moves and the wheels apparently rotate. When the limit of movement to withdraw the envelop from the card has been reached, there is visible at the opening 14, the second-named legend, which may be of an advertising nature, if such be desirable.

In the structure shown in Fig. 8, the same general characteristics are present as in the structure shown in Fig. 1, except that the representation upon the face of the envelop may be that of some fanciful greeting of a holiday, religious or fabulous nature. In order to comply with the postal regulations, which require that certain characters of cards shall be entirely inclosed in envelops, the sight openings 9 and 12 may be covered by transparent sheets 16, without interfering to any material extent with the visibility of portions of the card 2. In the form shown in Fig. 8, the tongue 13 may be omitted, so that the card 2 may be readily withdrawn wholly from the envelop, but this does not interfere with the operation of the device to produce the desired illusion.

Where the device is purely of an advertising nature, the structure of Figs. 6 and 7 may be employed. Here the envelop or hiding member has open ends 17 through which the card 2 may be entirely withdrawn if desirable, or the tongue 13 may be present to act as a stop, and, of course, any representation may be produced upon the visible face of the outer envelop or casing, such as indicated at 8^a in Fig. 6. This representation may be of an advertising nature, to which attention is directed by the apparent rotation of the wheels or other rotatable objects there illustrated.

It is of course apparent that the hiding member need not follow the lines indicated in the drawing, but may be shaped in any suitable way to carry out the purpose of the invention, and the same is true of the hidden member, the arrangement being such that a movement of the hiding member in a predetermined direction will produce upon the eye of the beholder the impression that a portion or portions of the visible representation on the hiding member move in a different direction, the means, however, being illusionary.

The elements of the band or band-like markings 10 may assume a great variety of forms, some of these being shown in Figs. 9 to 12. In Fig. 9 the markings are straight parallel closely-associated lines, perpendicular

to a long side of the card 2; in Fig. 10 the markings are in the form of dotted lines like those of Fig. 4, except that they slant toward the end of the card having the legend "Hold here"; in Fig. 11, the markings slant in the reverse direction to those of Fig. 10; while in Fig. 12 lines are replaced by rows of dots. Other forms of markings may be employed, but the ones referred to are sufficient to typify any suitable arrangement of the markings. Ordinarily, the markings are produced by printing them upon the card 2, and these markings may be produced in black ink, or any color, as may be desired. The slot 9 includes only that portion of the representation of the rotatable object which if the object were real, would move, in the opposite direction of progression of the rotatable object, along its support. In the particular showings of the drawings, the rotatable objects are supporting wheels of vehicles and the vehicle is assumed to be traveling over the ground, wherefore the slots 9 include only the lower portions of the rim parts of the wheel, such as would be occupied by pneumatic tires, or the felloes of other types of wheels.

What is claimed is—

1. A device for the purpose described, comprising a hiding member with a visible representation of a rotatable object thereon and a sight opening replacing a portion of the representation of the rotatable object, and a hidden member having an elongated band of associated markings in position to be brought into registering relation to the sight opening, the hiding and hidden members being relatively movable to cause portions of the markings to be visible in progressive and retrogressive succession, thereby producing the illusion of actual rotation of the representation of the rotatable object.

2. A device for the purpose described, comprising a hiding member with a visible representation of a rotatable object thereon, and an arc-shaped sight opening including a portion of the representation of the rotatable object, and a hidden member having an elongated band of associated markings in position to move across the sight opening in a direction agreeable to the apparent motion of the rotatable object.

3. A device for the purpose described, comprising a container having produced on its exterior a visible representation of a rotatable object and provided with a sight opening replacing a portion of the representation of the rotatable object, and a card-like member shaped to be lodged within the container and provided with markings in position to traverse the sight opening back of the portion of the container having thereon the representation of the rotatable object, the container and member housed therein being each shaped to provide for a move-

ment of one with relation to the other to cause successive portions of the markings to traverse the sight opening.

4. A device for the purpose described, comprising a container having thereon the representation of the vehicle with a rotatable member and provided with a curved slot including a portion of the rotatable member and constituting a sight opening, and a card adapted to the interior of the container and having an elongated series of closely arranged markings in position to register with the slot, the container and card having associated means for the individual grasping of each for movement of one on the other to cause successive portions of the markings to appear at the sight opening during such movement.

5. A device for the purpose described, comprising an envelop and a card adapted to be lodged within the envelop, the envelop having on its exterior the representation of a vehicle with rotatable members having portions of the rotatable members cut away to provide curved sight openings, and the card having produced thereon a band of closely-associated markings, both the envelop and card having cut-away portions for permitting the individual grasping of each to move one with relation to the other to cause successive portions of the associated markings to become visible at the sight openings.

6. A device for the purpose described, comprising an envelop having a sealing flap at one end, a cut-away part through the body of the envelop and the sealing flap to provide finger room, and a card adapted to be housed within the envelop to present a grasping portion at the cut-away part of the envelop and flap, and at the end remote therefrom provided with a cut-away portion to permit grasping of the envelop without engaging the card, the envelop having produced upon the visible face a representation of a vehicle with curved slots conforming to portions of the tires of the wheels, and said visible portion of the envelop being also provided with an elongated slot distinct from the part of the envelop occupied by the representation of the vehicle, and the card having produced thereupon a band-like series of markings in position to be seen through the sight openings, and with a representation of a distant object in position to be seen through the second-named sight opening in the envelop, the card and envelop being related to provide for relative movement of one with respect to the other.

In testimony, that I claim the foregoing as my own, I have hereto affixed my signature in the presence of two witnesses.

HERBERT K. TABLER.

Witnesses:

HARRY M. TABLER,
E. L. DALLAM.