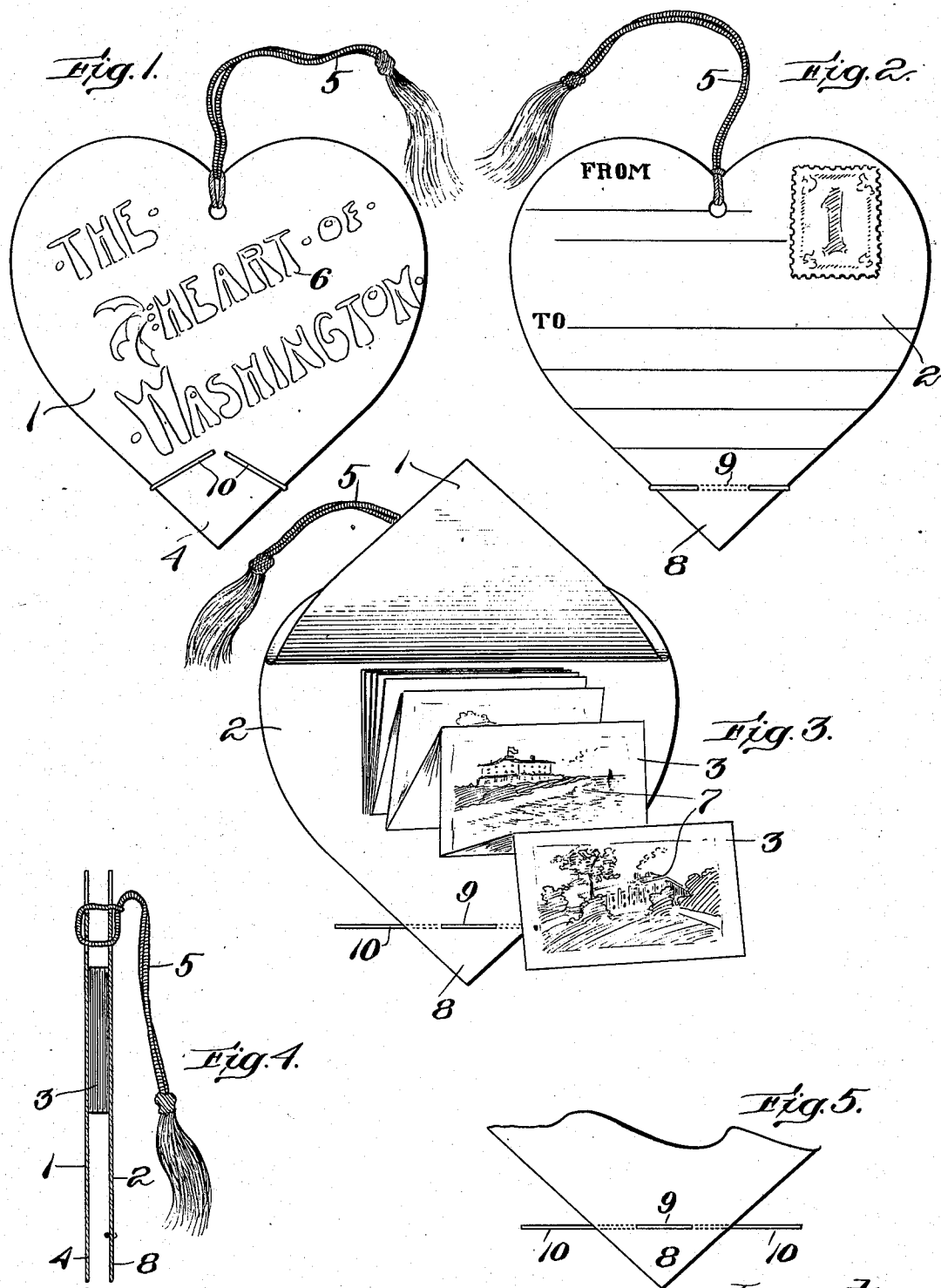


R. L. WELLS.
DISPLAY NOVELTY.
APPLICATION FILED MAY 1, 1907.



Witnesses:

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Inventor:

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UNITED STATES PATENT OFFICE.

RAYMOND L. WELLS, OF ATTLEBORO, MASSACHUSETTS.

DISPLAY NOVELTY.

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To all whom it may concern:

Be it known that I, RAYMOND L. WELLS, a citizen of the United States, residing at Attleboro, in the county of Bristol and State of Massachusetts, have invented an Improvement in Display Novelties, of which the following description, in connection with the accompanying drawings, is a specification, like letters on the drawings representing like parts.

My invention is a display novelty which may be humorous or otherwise and capable of great artistic excellence in its get-up, and comprises opposite covers of suggestive shape, as for instance having the shape of a heart, provided at its upper end with more or less ornamental fastening, and preferably suspending, means by which it may be secured to a button or buttonhole of the coat, one cover containing a suitable designation indicating the purpose and contents of the device, as for instance "The heart of Washington," and the opposite or back side of the device containing an address blank the same as a postal card, whereby it may be directed and mailed properly. Between the covers is an extension ribbon containing a connected series of illustrative cuts or humorous matter which may be pulled by one end out lengthwise thereby displaying in succession a related series of objects of interest to the interested observer. The lower pointed end of the back cover is provided with a clasp capable of embracing the corresponding pointed end of the front cover, thereby normally retaining the folded extension ribbon or strip in proper folded and compact position ready however to be pulled out and displayed at a moment's notice.

In the drawings, Figure 1 is a front view thereof; Fig. 2 is a rear elevation; Fig. 3 is a view similar to Fig. 1, showing the use of the device; Fig. 4 is a cross-sectional view; and Fig. 5 is a detail of the fastening means.

For convenience of description and illustration I have shown my invention in the shape of a heart, the same comprising a front cover 1, a back cover 2, an intermediate display strip 3, end fastening means 9, and top securing means 5. On the front of the cover is a title designation 6 referring suggestively to the shape of the article and also to its contents. As shown herein the title refers to the heart-shape of the device and to the illustrative pictures or cartoons 7 on the display ribbon. The back 2 is printed to permit the device to be sent by mail, as clearly shown in

Fig. 2. The display ribbon consists of a series folded in accordion manner so as to permit its being pulled out by one end slowly thereby successively displaying the series of display emblems, pictures or the like, one by one. The lower corner 8 of the back has a readily flexible wire 9 passing therethrough and extending at 10 so as to be capable of being bent up over the lower corner 4 of the front, as clearly shown in Figs. 3 and 5, for holding the device tightly closed in use and for mailing and transportation purposes (when the device is to be mailed without being protected by any kind of a wrapper).

In use the novelty may be hung in the buttonhole of the lapel of the coat, the fastening points 10 being preferably, when so used, bent back, so as to release the front part of the cover, and pinned into the body of the coat so as to hold the back cover down against the coat.

The device will attract attention by its striking shape and title, whereupon the curious will open and lift the lower end and either pull out the strip, or if the front side is lifted sufficiently the resiliency of the strip will cause it to jump forward and display itself in obvious manner, to the amusement and entertainment of the parties interested.

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

1. The herein described novelty, comprising front and back covers having suggestive shape in imitation of physical objects, fastening suspending means at their upper ends for holding said covers normally substantially together, a display strip folded in accordion plaits and secured at one end to the front side of the back cover, the successive plane portions of said strip being adapted to receive a series of related display symbols and to come successively into view when the strip is pulled slowly from between said covers.

2. The herein described novelty, comprising front and back covers having suggestive shape in imitation of physical objects, fastening suspending means at their upper ends for holding said covers normally substantially together, a display strip folded in accordion plaits and secured at one end to the front side of the back cover, the successive plane portions of said strip being adapted to receive a series of related display symbols and to come successively into view when the

strip is pulled slowly from between said covers, and means carried by the lower end of the rear cover for detachably securing thereto the corresponding lower end of the 5 front cover.

3. The herein described novelty, comprising front and back covers having suggestive shape in imitation of physical objects, fastening suspending means at their upper ends 10 for holding said covers normally substantially together, a display strip folded in accordion plaits and secured at one end to the front side of the back cover, the successive plane portions of said strip being adapted to 15 receive a series of related display symbols and to come successively into view when

the strip is pulled slowly from between said covers, and means carried by the lower end of the rear cover for detachably securing thereto the corresponding lower end of the 20 front cover, the front cover containing a space adapted to receive a designation cooperating with the suggestive shape in designating the contents of the article.

In testimony whereof, I have signed my 25 name to this specification, in the presence of two subscribing witnesses.

RAYMOND L. WELLS.

Witnesses:

GEO. H. MAXWELL,
FRANK M. OWENS.