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 [21] Appl. No. **860,360**
 [22] Filed **Sept. 23, 1969**
 [45] Patented **Sept. 14, 1971**

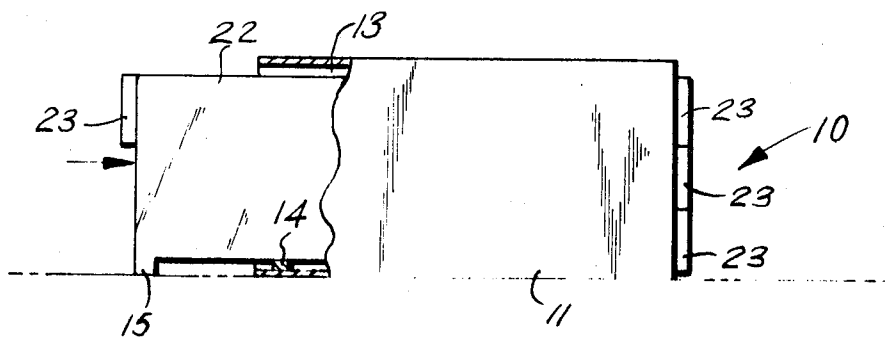
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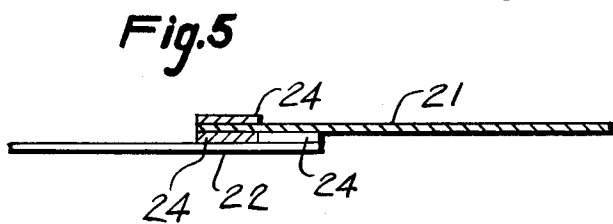
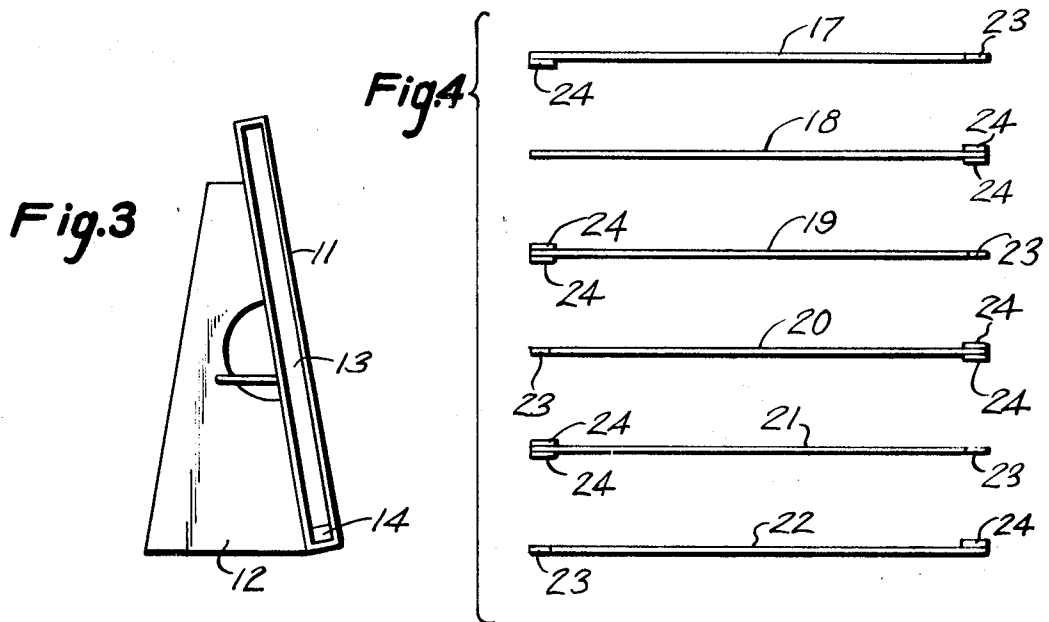
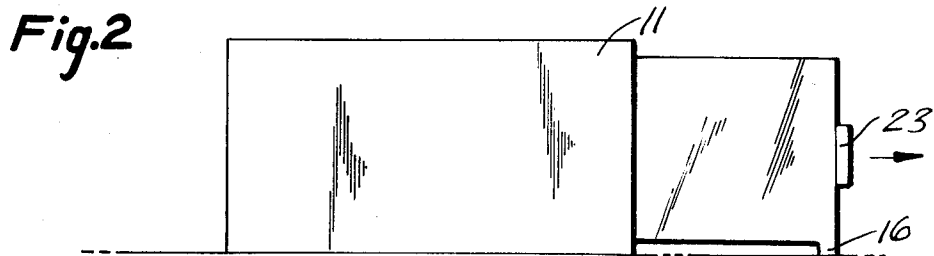
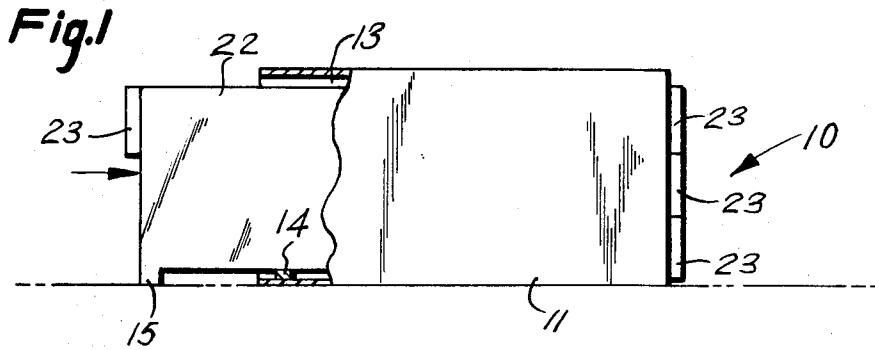
Primary Examiner—Robert W. Michell
Assistant Examiner—Wenceslao J. Contreras

[54] **ADVERTISING DISPLAY**
2 Claims, 11 Drawing Figs.

[52] U.S. Cl..... 40/65
 [51] Int. Cl..... G09f 11/30
 [50] Field of Search..... 40/65, 64,
 109, 17, 18, 152.1

ABSTRACT: A device for advertising consisting of a hollow sleeve with an easel support enabling it to remain upright upon a surface. This device includes a plurality of enclosed display cards which may slip out from either end partially depending upon the user's selection.





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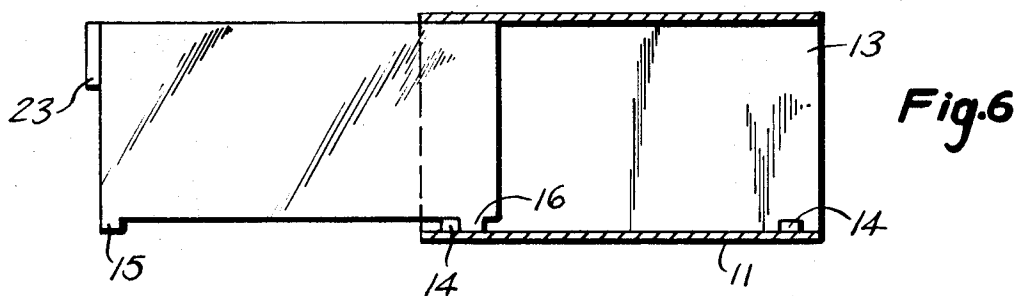
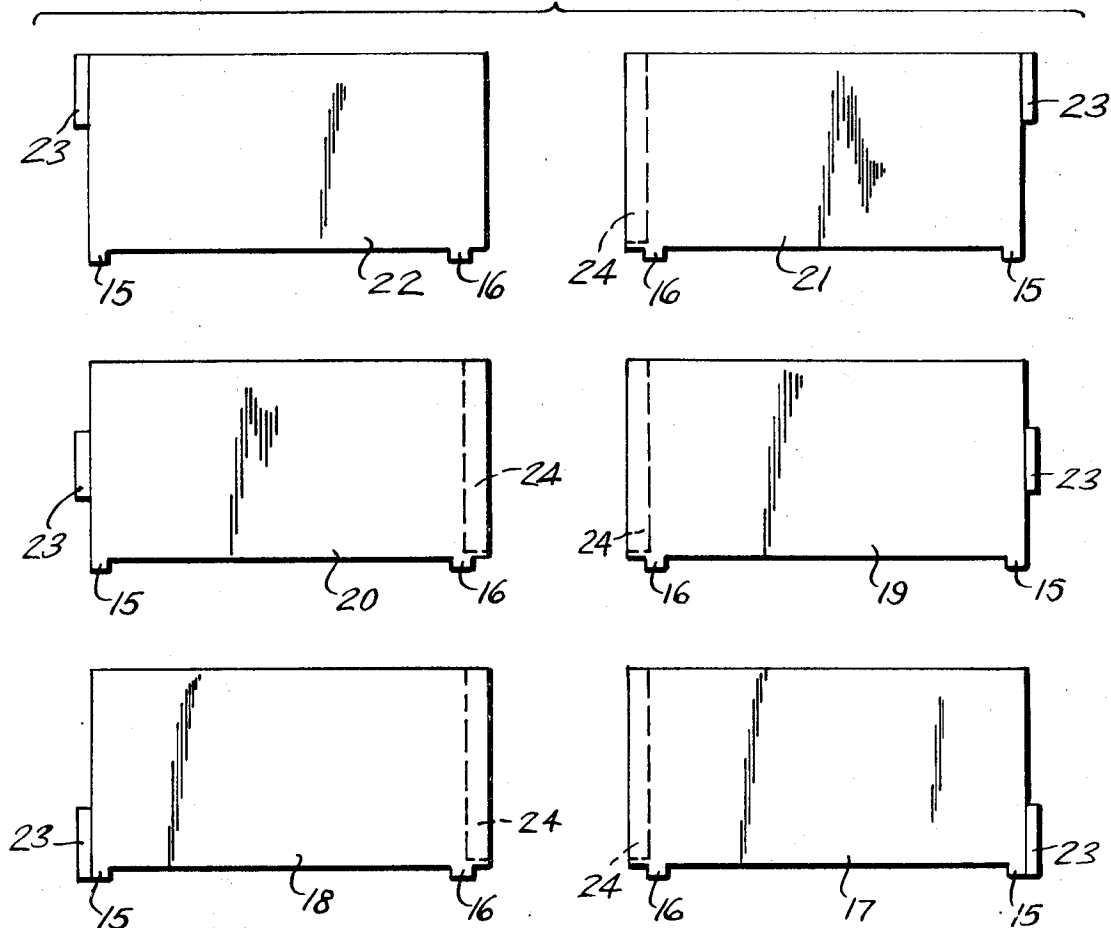


Fig. 7



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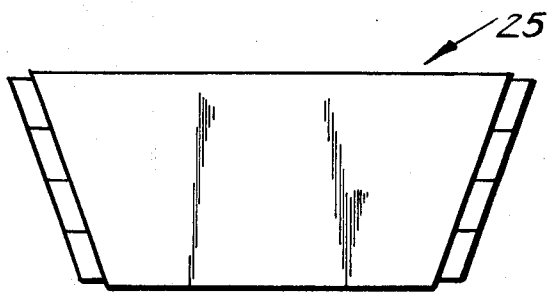


Fig. 8

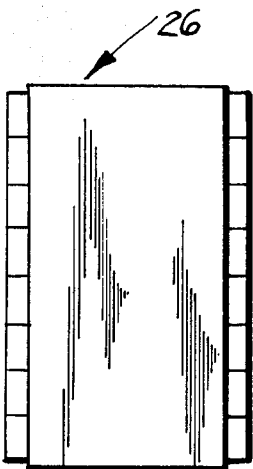


Fig. 10

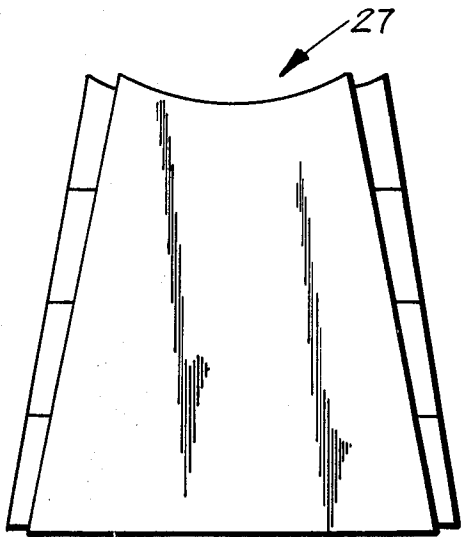


Fig. 11

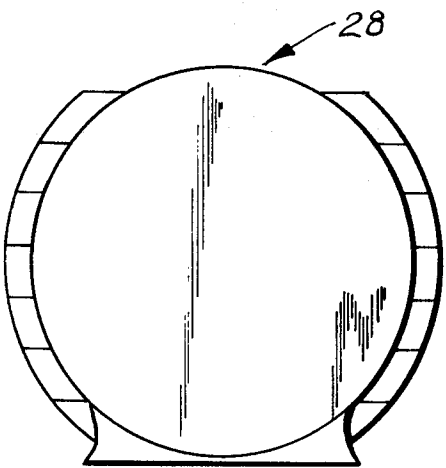


Fig. 9

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ADVERTISING DISPLAY

This invention relates to display devices and more particularly to an advertising card display.

It is therefore the main purpose of this invention to provide an advertising display which will be unique and novel and will allow for selection of any one of a plurality of cards enclosed within a sleeve.

Another object of this invention is to provide an advertising display which will be compact in its structure allowing the cards to be entirely enclosed within the sleeve when desired.

A further object of this invention is to provide an advertising display which will have means to support it upon a surface and will have stop means on its interior to prevent the over extension of any one of the plurality of cards enclosed within the sleeve.

A still further object of this invention is to provide a device of the type described which will have pull tab means enabling the cards to be grasped and pulled from the left or right side of the sleeve and projections on the basis of the cards provide foot rest means for the cards while the projection on the other end serves as a means in the sleeve to prevent the cards from being withdrawn completely.

Other objects of this invention are to provide an advertising display which is simple in design, inexpensive to manufacture, rugged in construction, easy to use and efficient in operation.

These and other objects will become readily apparent upon a study of the following specification and the accompanying drawings wherein:

FIG. 1 is a front view of the present invention shown partly broken away with one of the plurality of cards shown partially extended from one end;

FIG. 2 is a similar to FIG. 1, but showing one of the cards extending partially from the opposite side;

FIG. 3 is an enlarged left end view of FIG. 1 in elevation with the cards shown removed therefrom for the sake of clarity;

FIG. 4 is a top plan view showing the plurality of cards removed from the sleeve of the invention.

FIG. 5 is an enlarged fragmentary top view of the first and second cards in locking engagement with each other;

FIG. 6 is a horizontal front elevation of the sleeve portion of the device shown in section with a single card extending therefrom;

FIG. 7 is a face view of all of the cards shown removed from the assembly; and

FIG. 8 through 11 are front elevations showing modified form 5 of the invention.

According to this invention, an advertising display 10 is shown to include a hollow rectangular sleeve 11 to which is secured a support easel 12. On the bottom of the interior 13 are stop members 14 secured partially inward from each end of display 10. Projections 15 and 16 extend from the bottoms of a plurality of cards 17, 18, 19, 20, 21, and 22. Projections

15 serves as foot rests upon the surface that the sleeve 11 rests upon and projections 16 serve as stop means when they abut with stop members 14 within sleeve 11 when cards 17, 18, 19, 20, 21 and 22 are partially extended from within the sleeve 11.

It shall be noted that each of the cards 17, 18, 19, 20, 21 and 22 are provided with pull tabs 23 which extend partially from sleeve 11 in order that the user may grasp and pull outwards any one of the cards 17, 18, 19, 20, 21 and 22.

It shall further be noted that the plurality of cards 17 are also provided with a rectangular configured strip 24 secured to one end and the alternate cards are provided with a strip 24 on both faces, the strips 24 providing locking engagement with each other adjacent cards in order to serve as stop means.

When card 22 is pulled outwards of sleeve 11 card 21 may be pulled outwards in the opposite direction, which will then return card 22 into the sleeve 11. This occurs because of the interlocking of the strips 24. When card 20 is pulled outwards of sleeve 11 card 21 will automatically return as hereto fore described.

Looking now at FIG. 5 of the drawing, one will see how the strips 24 abut with each other.

The modified forms 25, 26, 27 and 28 are similar in operation to that described in the main embodiment of the present invention and the shapes may vary in many ways.

What I now Claim is:

1. An advertising display device comprising a hollow elongated sleeve portion, easel means carried by said sleeve portion, a plurality of slideable cards carried within said sleeve portion, a pair of stop members carried within said sleeve portion preventing over extending of the plurality of cards carried within said sleeve, and projection means of said cards serving as abutment means against said stop members, said sleeve portion of said device being secured to a support easel, said easel allowing said sleeve portion to remain in a nearly upright position for the display of cards carried within said sleeve and said cards being extendable from the right and left ends of said hollow sleeve portion, said plurality of cards being provided with pull tab means extending from one end of said cards, said pull tabs allowing for the easy and partial withdrawing of said cards, one of the projection of said cards abutting with one of the stop members secured within the bottom of said sleeve in order to prevent the entire removal of said card from within said sleeve, strip means secured to one end of said card providing abutment means for similar strips secured to adjacent cards and alternate cards being provided with a strip on both faces so as to provide interlocking means between adjacent cards, and a projection on one end of said cards flush with the ends of said cards serving as foot rest means and guide means along the surface said sleeve is placed upon.

2. The combination according to claim 1, wherein said strips abutting with similar strips of adjacent cards allows a card already extending from said sleeve to be pulled into said sleeve automatically when on adjacent cards is pulled outwards from the opposite side of said sleeve of said device.