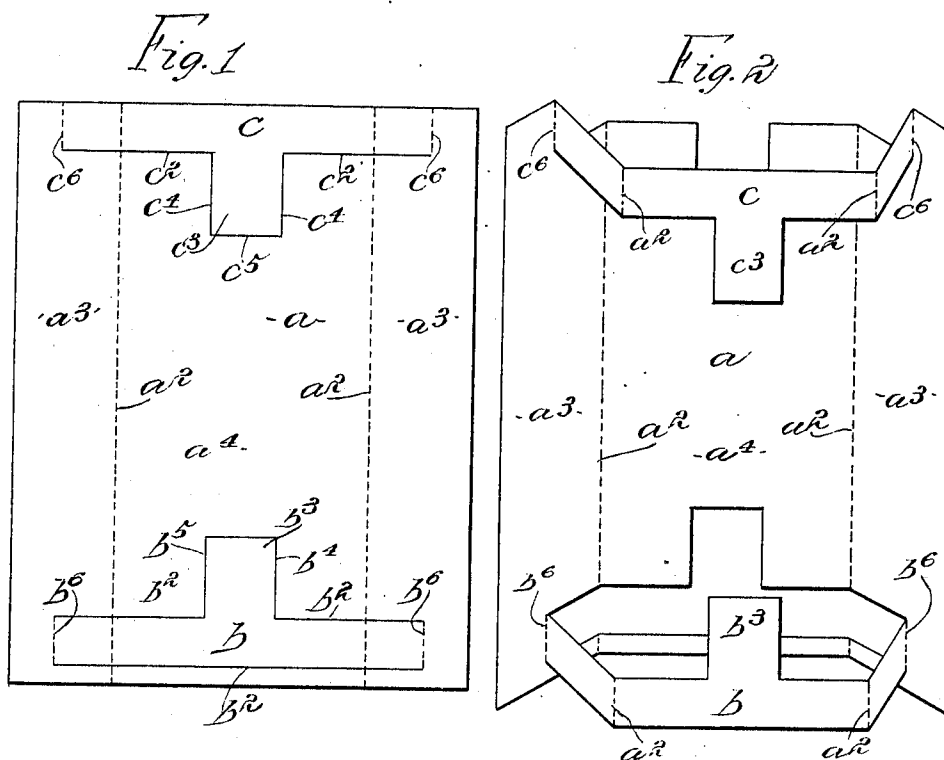


C. F. ALSOP.
ADVERTISING CARD.
APPLICATION FILED MAR. 5, 1909.

969,831.

Patented Sept. 13, 1910.



WITNESSES:
H. R. Canfield
b. E. Mulreany

INVENTOR
Charles F. Alsop
BY *Edgar M. Hale & Co.*
ATTORNEYS

UNITED STATES PATENT OFFICE.

CHARLES F. ALSOP, OF AMPERE, NEW JERSEY.

ADVERTISING-CARD.

969,831.

Specification of Letters Patent. Patented Sept. 13, 1910.

Application filed March 5, 1909. Serial No. 481,550.

To all whom it may concern:

Be it known that I, CHARLES F. ALSOP, a citizen of the United States, residing at Ampere, county of Essex, State of New Jersey, have invented an Improvement in Advertising-Cards, Display-Cards, Postal Cards, Valentines, and Like Devices, of which the following is a specification, such as will enable those skilled in the art to which it appertains to make and use the same.

My improvement relates particularly to advertising cards, display cards, show cards and the like, and the object of my invention is to provide a device or devices of this class which consists of a sheet of cardboard or similar material scored longitudinally and adapted to be folded or partially folded so that it will stand up on a counter or other support, and which may also be suspended from a hanger of any kind, the sheet of material being also slitted transversely so as to form transverse bars or members which are adapted to be folded so as to stand out from the main or body portion of the device, and which may also be so formed as to aid in supporting or enabling the device to stand erect on a counter or other support; a further feature of my improvement being that the card or cards may be shipped, mailed or packed in a flat or extended position, or folded up and shipped, mailed or packed as may be desired.

The invention is fully disclosed in the following specification of which the accompanying drawing forms a part, in which the separate parts of my improvement are designated by suitable reference characters in each of the views, and in which:—

Figure 1 is a plan view of a sheet of cardboard or similar material showing one method of scoring and slitting so as to form a display card or similar device that may be folded so as to stand on a counter or other support, and Fig. 2 a perspective view showing a method of folding the sheet of material shown in Fig. 1 so as to form a display show card or the like.

In the practice of my invention I provide a card or sheet a of cardboard or other suitable material which is rectangular in form and this sheet is scored or creased longitudinally as shown at a^2 so as to form lines on which it may be conveniently folded. The card or sheet is also slitted transversely for the purpose of forming transverse bars b and c , in the form of construc-

tion shown, but while I have shown two of these transverse bars any desired number, one or more, may be employed. In the construction shown the transverse bar b is adjacent to the bottom of the card or sheet and is formed by transverse slits b^2 and said bar is also provided centrally with an upwardly directed extension b^3 formed by slitting the card or sheet vertically and transversely, as shown at b^4 and b^5 , and at the end portions of the bar b there are also formed score or folding lines b^6 which are parallel with the lines a^2 and which, in the form of construction shown, are approximately at the middle of the side members a^3 of the main card or sheet. The transverse bar c is at the top of the card or sheet in the form of construction shown and is formed by transverse slits c^2 and said transverse bar c is provided with a downwardly directed extension c^3 formed by vertical slits c^4 and a transverse slit c^5 , and at the ends of the bars c are score or folding lines c^6 which are parallel with the score or folding lines a^2 and about midway of the width of the side members a^3 of the main card or sheet.

The body portion a^4 of the main card or sheet, the side members a^3 and the transverse bars b and c may have, in practice, any desired advertisement printed thereon, or any desired illustrations, and in this way the device may be made to serve as an advertising device, or a display device of any kind or class.

In Fig. 2 I have shown the method of folding the card or sheet so as to enable it to be placed in an upright position or substantially upright position on a counter or other support and in this operation the side members a^3 are folded forwardly, as are also the transverse bars b and c , the transverse bars b and c consisting of three parts when extended forwardly as shown, a main central part and two side members, the latter being connected with the main side members a^3 of the card or sheet.

My invention is not limited to any particular location of the transverse bars b and c nor to the number of said bars, nor to the shape thereof, nor is my invention limited to the size of the main card or sheet nor to any particular use to which the device is or may be devoted, and various changes in and modification of the construction shown and described may be made,

within the scope of the appended claim, without departing from the spirit of my invention or sacrificing its advantages.

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

A device of the class described, comprising a card or sheet provided with parallel folding lines whereby said card or sheet is
10 divided into central and side portions, said

card or sheet being also provided with a transverse folding bar formed by slitting said card or sheet and across which said folding lines extend, the end portions of said bar being also formed by folding lines 15 parallel with the first named folding lines.

CHAS. F. ALSOP.

Witnesses:

R. CONNOLLY,

WILLIAM F. CONNOLLY.