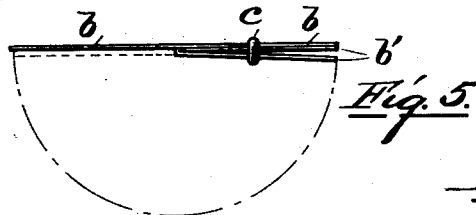
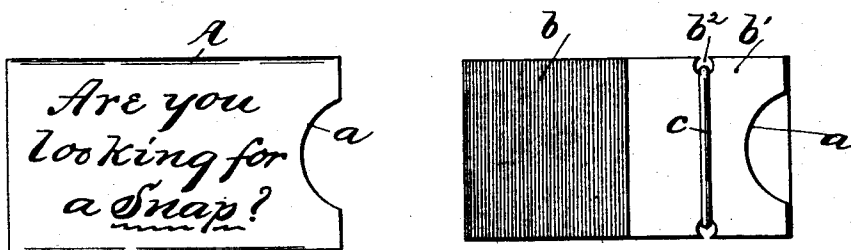
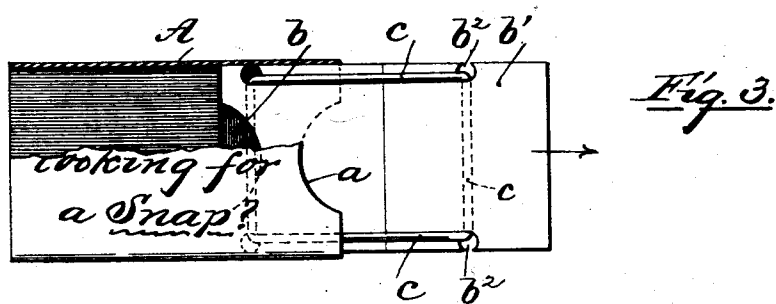
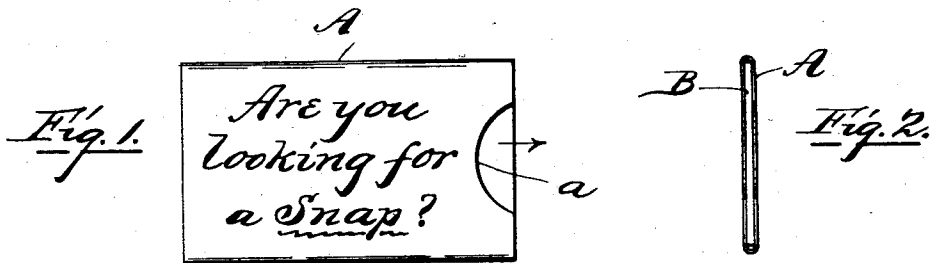


(No Model.)

R. D. KNIGHT.
ADVERTISING DEVICE.

No. 525,740.

Patented Sept. 11, 1894.



Witnesses:

Charles Hannigan,
S. J. Newphy,

Inventor:

Richard D. Knight
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Atty.

UNITED STATES PATENT OFFICE.

RICHARD D. KNIGHT, OF PROVIDENCE, RHODE ISLAND.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 525,740, dated September 11, 1894.

Application filed February 6, 1894. Serial No. 499,277. (No model.)

To all whom it may concern:

Be it known that I, RICHARD D. KNIGHT, of the city and county of Providence, in the State of Rhode Island, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare the following specification, taken in connection with the accompanying drawings, forming a part of the same, to be a full, clear, and exact description thereof.

One object of the present invention is to produce an advertising device in which the advertising matter or the information to be conveyed may be concealed from view, but which will by reason of its appearance or the character of its external make-up arouse a desire or a curiosity to examine the interior of the device, which examination will reveal and present to view the advertising matter or other information desired to be brought to the attention of the investigator.

Another object of the invention is to produce an advertising device which will, by reason of its peculiar character, serve to arrest or attract the attention of the investigator and by thus directing his attention to the peculiarity of the device serves to impress upon his mind the matter or information desired to be conveyed to him.

To that end the invention consists in an advertising device having the peculiarities and characteristics hereinafter set forth, and in certain features of construction to be hereinafter described.

Referring to the drawings Figure 1 is a plan view, and Fig. 2 an end view of the device, which is composed of an exterior case, and a removable part inserted in said case. Fig. 3 represents the device with the removable part partially withdrawn from the case. Fig. 4 represents the removable part entirely withdrawn from the case; and Fig. 5 is an edge view of the removable part.

The device as a whole consists of two parts, an exterior case A, and a removable part B adapted to be inserted in the case A. The case A may be made of any suitable material, and is in the form of a flattened tube, one end of which may be closed if desired. The other end is left open and is preferably cut away as at *a* to enable the end of the part B when inserted in said case to be readily taken

hold of for withdrawing the same. The part B is composed of two pieces *b, b'*, of card-board or other suitable material. The two pieces *b, b'*, are or may be of substantially the same length and breadth, and the part *b'* is superposed upon the part *b* and secured thereto preferably by some adhesive material for a distance of about one-half the length of said piece. The remainder of the piece *b'* is arranged to be bent or turned over into the position shown in Figs. 4 and 5. This may be done by simply scoring the piece *b'* at the hinge line, or if a more durable construction be desired, a suitable hinge-joint may be formed at the proper point. Nicks or indentations *b²* are made in the edges of the parts *b, b'*, as shown in Figs. 3 and 4, the nicks *b²* in the free end of the piece *b'* being preferably arranged so that when said free end is turned over into the position shown in Fig. 4 said nicks will come in line with the corresponding nicks in the underlying portion. With the parts in this position a rubber band *c* is placed over the parts and into the nicks *b²*, all as shown in said Fig. 4, the effect of this rubber band being, as will be seen, to hold the free end of the piece *b'* in the position shown in Fig. 4, and if the free end of said piece *b'* is lifted from this position said rubber band will serve to pull it back and into contact with the underlying part with a quick elastic force. The nicks *b²* are preferably made in the form of a nearly complete circle, as it has been found in practice that such form best serves to hold the rubber band in place under all conditions. Any desired advertising matter may be placed upon the exposed portions of the part B. When the part B is to be inserted in the case A, the free end of the piece *b'* is to be turned over into the position shown in Fig. 3, and so as to cover and conceal from view the greater portion of the adjacent face of the part *b*. While the part B may be inserted in the case either end foremost, it is desirable, for the production of the result hereinafter referred to, that it should be inserted in the manner shown in Fig. 3, that is, with the free end of the piece *b'* foremost. When the part B has been thus inserted in the case A, and it is then gradually withdrawn therefrom, the free portion of the piece *b'* is held from being drawn over by the elastic connection *c* until

the extreme end of such free portion has been withdrawn from the case. Thereupon the effect of the elastic band *c* is to draw over the free portion of the piece *b'* from the position shown in Fig. 3 to the position shown in Figs. 4 and 5 with a quick sharp movement, which will cause said free portion of the piece *b'* to be brought sharply in contact with the underlying portion, thereby producing a quick sharp report or snap.

By the construction and arrangement of parts above described the advertising matter, which is placed upon the removable part B is concealed from view as long as said removable part is contained within the case A. Natural curiosity will lead most persons to withdraw the part B from its case. If it be desired to induce or enhance the desire to investigate, the inscription upon the exterior of the case of the legend appearing in the drawings may prove effective for that purpose. The turning over of the free portion of the piece *b'* under the action of the elastic connection will disclose any matter or information contained upon the parts thus uncovered, and the snap of the parts will serve to attract the attention of the investigator and cause him to examine the device and whatever may be contained thereon more carefully than he might otherwise do, while the surprising and unexpected action of the device will tend to impress upon his mind the subject-matter of the advertisement or other information presented.

What I claim as my invention, and desire to secure by Letters Patent, is—

1. An advertising device consisting of an inclosing case and a removable part to be inserted in said case, said removable part being adapted to contain advertising matter, and being composed of two flat strips of cardboard or other suitable material superposed upon each other and secured together for a portion of their length, the remainder of one of said strips constituting a hinged portion, said hinged portion being adapted to be turned

back upon itself and having an elastic connection, whereby upon withdrawing said removable part from its case the hinged portion thereof will be thrown over and uncover or disclose the advertising matter, substantially as described.

2. The combination, with an inclosing case, of a removable part to be inserted in said case, said removable part being composed of two flat strips of cardboard or other suitable material superposed upon each other and secured together for a portion of their length, the remainder of one of said strips constituting a hinged portion, said hinged portion having an elastic connection, and said removable part being inserted in the outer case with the free end of the hinged portion foremost and with the elastic connection under tension, whereby when said removable part is withdrawn from said case the tension upon said elastic connection will be released suddenly, causing said hinged portion to be thrown over with a sharp, quick movement and resulting snap, substantially as described.

3. The combination with an inclosing case of a removable part to be inserted in said case, said removable part being provided with a hinged portion, and an elastic band surrounding both the hinged and the unhinged portions of said removable part, as and for the purpose specified.

4. The combination with an inclosing case of a removable part to be inserted in said case, said removable part being provided with a hinged portion, both the hinged and unhinged portions being provided with nicks or indentations, upon their edges each in the form of nearly a complete circle, and an elastic band surrounding both the hinged and unhinged portions and engaging the nicks therein, substantially as described.

RICHARD D. KNIGHT.

Witnesses:

W. H. THURSTON,
S. J. MURPHY.