Jan. 15, 1929. R. LE G. TAYLOR 1,699,383

ADVERTISING NOVELTY

Filed Oct. 20, 1926 2 Sheets-Sheet 1

Fig. 1,

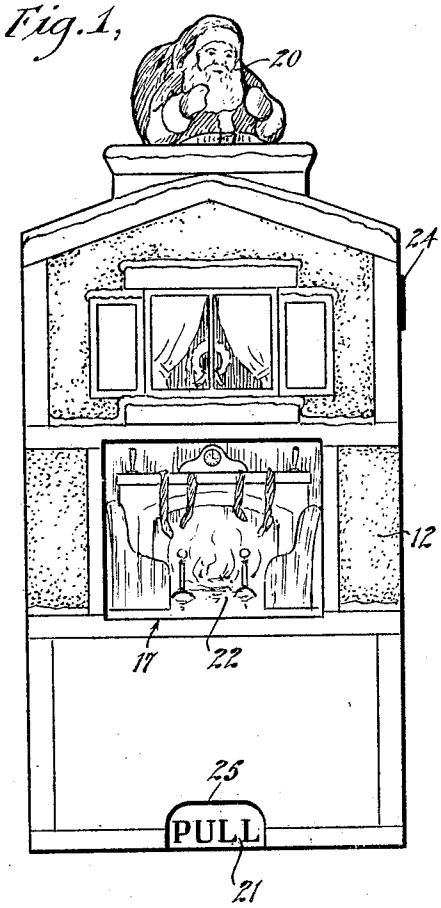


Fig. 2,

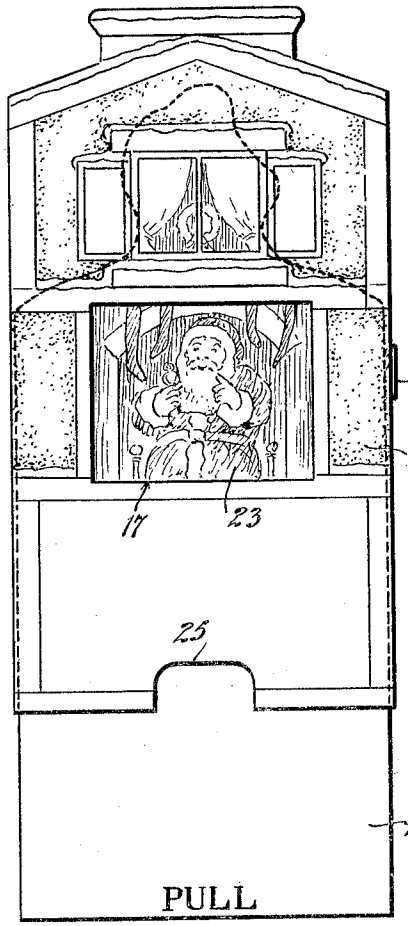
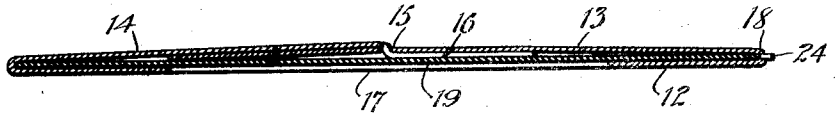


Fig. 3,



Fig. 4,



WITNESSES

Edw. Thorpe

Hugh H. Ott

INVENTOR

Reuben L. Taylor

BY Munn & Co

ATTORNEYS

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Fig. 5,

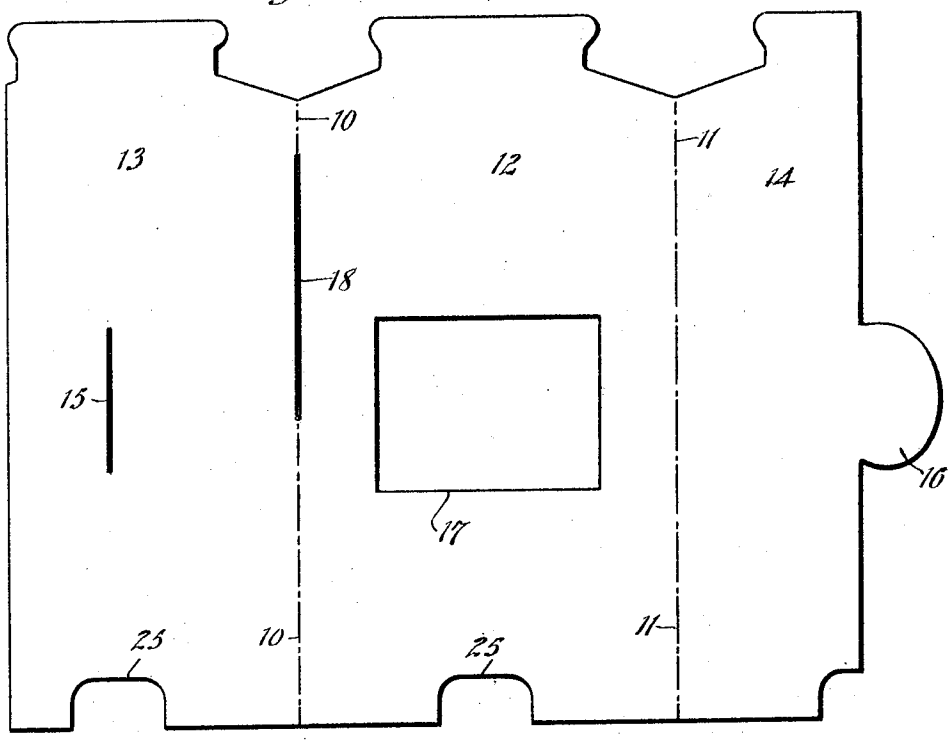
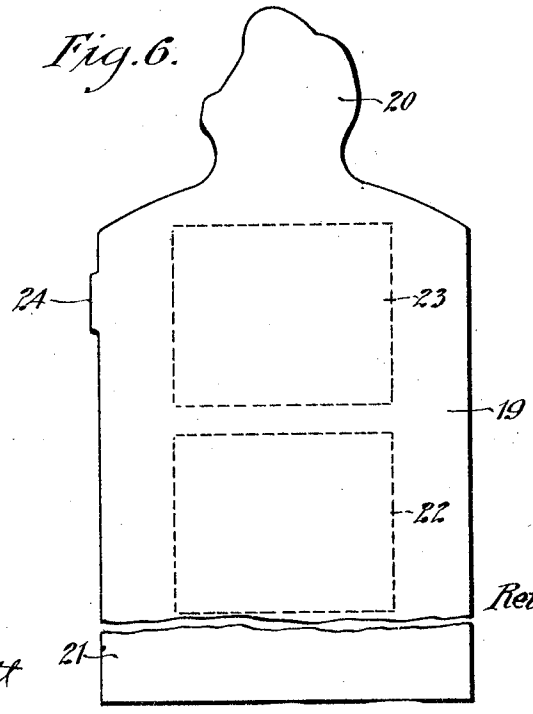


Fig. 6.



WITNESSES

Edw. Thorpe.

Hugh H. Ott

INVENTOR

Reuben L. Taylor

BY Munn & Co.

ATTORNEYS

Patented Jan. 15, 1929. 1,699,383

UNITED STATES PATENT OFFICE.

REUBEN LE GRAND TAYLOR, OF NEW YORK, N. Y.

ADVERTISING NOVELTY.

Application filed October 20, 1926. Serial No. 142,940.

This invention relates to advertising devices and has particular reference to an advertising novelty which includes telescopically slidable elements upon which representative figures or scenes are printed together with advertising matter, the outermost element having an opening and the innermost element being shiftable with respect to the outermost element to expose through the opening a scene or figure simultaneously with the projection and display beyond the ends of portions of said innermost element.

The invention furthermore aims to provide an advertising novelty which is extremely simple in its construction, inexpensive to manufacture, and which is highly attractive and efficient in its purpose.

With the above recited and other objects in view, reference is had to the following specification and accompanying drawings in which there is exhibited one example or embodiment of the invention which is in no way intended as a limitation upon the scope of the appended claim as it is to be clearly understood that variations and modifications which properly fall within the scope of said claim may be resorted to when found expedient.

In the drawings—

Figure 1 is a front view of the device illustrating the inner element shifted to one position;

Fig. 2 is a similar view illustrating the inner element shifted to the other position;

Fig. 3 is an edge view;

Fig. 4 is a cross-sectional view;

Fig. 5 is a plan view of the blank of the outer element, and

Fig. 6 is a similar view of the blank of the inner element.

Referring to the drawings by characters of reference, the outer section or element which is cut, stamped or formed of a flat sheet of stock, is scored longitudinally at 10 and 11 to define a front wall 12 between the score lines 10 and 11, and overlapping rear walls 13 and 14 between the score lines 10 and 11 and the oppostie edges of the blank, respectively. The rear wall section 13 is slit at 15 to receive a locking tongue 16 formed at the outer free edge of the rear wall section 14 so that the body or outer section is maintained in a flat folded tubular form. The front wall is formed with a window opening 17 intermediate its length and the blank is provided along one of the score lines with a slit 18.

The inner section 19 which is constructed from a length of material cut, stamped, or otherwise formed from a suitable stock, is of a width to snugly fit within the body or other section and is of a length exceeding the length of the body so as to provide projectable ends 20 and 21. The face of the inner section 19 affords vertically spaced areas which are printed or otherwise inscribed with scenes or figures 22 and 23, while the end 20 is formed and printed to represent a scene or figure, and the end 21 presents an area when exposed upon which suitable advertising matter may be printed. The inner section 19 is formed on one of its side edges with a laterally projecting abutment lug 24 engaged in the slit 18 and coacting with the opposite ends thereof to limit the operative longitudinal sliding or shifting movement of the inner and outer sections and to insure the proper registration of the areas 22 and 23 with the window opening 17. In order to facilitate the grasping of the under portion 21 for the purpose of shifting the inner section 19, the lower edge of both the front and rear walls are notched at 25 to expose a sufficient portion of the end 21 to be grasped between the thumb and forefinger. In practice, the outer face of the front wall, the end 20 and the areas 22 and 23 may be suitably decorated by printing, embossing or the like, to represent various figures, scenes, etc.

What is claimed is:

A novelty advertising device including a flat folded tubular body open at its opposite ends, said body having an opening through one face and a slit coincident with the line of folding of one edge, a member arranged within said body for sliding movement, having one end normally projecting from one end of the body, said member having a pair of longitudinally spaced areas adapted upon shifting of the member in opposite directions to be respectively displayed through the opening coincident with the projection of the ends of the member from the body, and an abutment lug projecting laterally from one edge of said member engaging in the slit for limited relative movement of the member and body and coacting with the opposite ends of the slit to properly register the areas with said opening.

REUBEN LE GRAND TAYLOR.