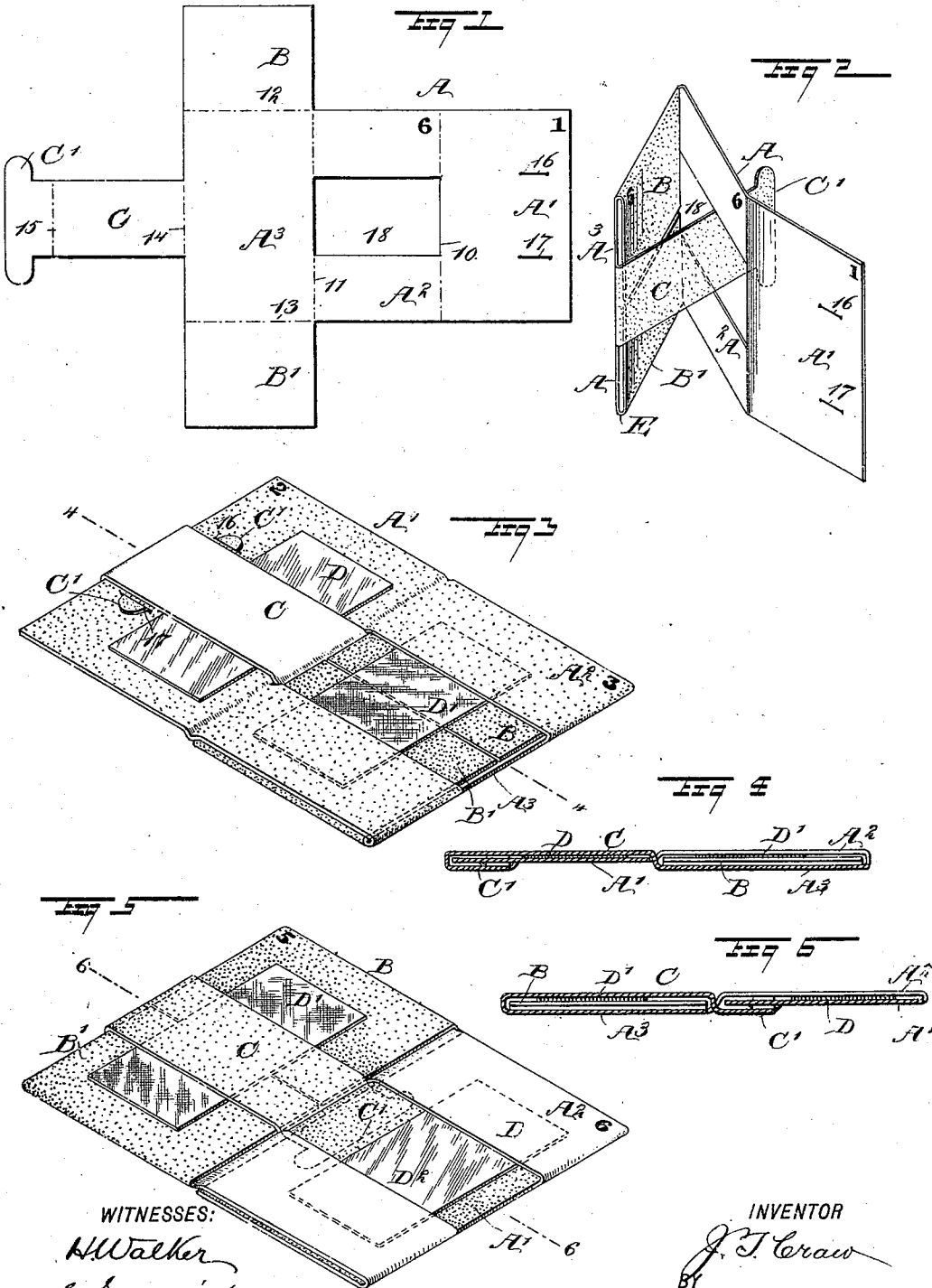


(No Model.)

J. T. CRAW.
ADVERTISING DEVICE.

No. 542,872.

Patented July 16, 1895.



WITNESSES:

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JOSEPH TAYLOR CRAW, OF JERSEY CITY, NEW JERSEY.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 542,872, dated July 16, 1895.

Application filed January 4, 1895. Serial No. 533,832. (No model.)

To all whom it may concern:

Be it known that I, JOSEPH TAYLOR CRAW, of Jersey City, in the county of Hudson and State of New Jersey, have invented a new and

Improved Advertising Device, of which the following is a full, clear, and exact description.

My invention relates to an advertising device; and it has for its object to provide a card or case comprising several members or leaves, which card or case, while it appears to have but two leaves, will actually consist of six pages or will have six surfaces, upon which advertisements or other matter may be produced.

Another object of the invention is to so construct the card or case that it may be opened from opposite sides and when so opened will display different pages or surfaces, and a further object of the invention is to so construct the card or case that it may contain one or more pockets, in which, for example, railroad-tickets, cards, or any article of such a nature may be securely held, and, if desired, concealed.

The invention consists in the novel construction and combination of the several parts, as will be hereinafter fully set forth, and pointed out in the claims.

Reference is to be had to the accompanying drawings, forming a part of this specification, in which similar figures and letters of reference indicate corresponding parts in all the views.

Figure 1 is a plan view of the blank employed in the construction of the device. Fig. 2 is a perspective view of the blank partially folded to position. Fig. 3 is a perspective view of the advertising device opened to disclose two opposing pages or surfaces. Fig. 4 is a section through the device, as shown in Fig. 3, the said section being taken on the line 4-4 of that figure. Fig. 5 represents the device as opened from the opposite side and as disclosing two other pages, and Fig. 6 is a section taken through the device practically on the line 6-6 of Fig. 5.

The blank from which the advertising device is constructed is illustrated in Fig. 1, and consists of a body A of substantially-rectangular shape, being of greater length than width. Wings B and B' are projected from opposite sides of the body at one end, and from the same end of the body a tongue C is projected, which may terminate in a head C'.

The body A is divided into three panels A', A², and A³ by means of score-lines 10 and 11, the said score-lines being located one at each side of the center of the body, and the panels are of equal area. The body is separated from the wings B and B' by means of longitudinal score-lines 12 and 13, the score-lines 10 and 11 being located transversely of the body. In fact, the score-lines 12 and 13 divide the side margins of the body from the said wings. Longitudinal slots or cuts 16 and 17 are usually produced near the outer end of that portion of the body at which the panel A' is located, the cuts being one below the other, and said cuts are adapted to receive the head portion C' of the tongue C, and it may here be remarked that adjacent to the head of the tongue a transverse or score line 15 is made, and a score-line 14 marks the division of the tongue from the body.

The tongue C is located about centrally between the side edges of the body, and in the center of the body, exactly, an opening 18 is made which extends from the score-line 10 to the score-line 11.

The blank is folded to produce the complete advertising device in the following manner: The wings B and B' are folded over upon what may be termed the "inner" face of the body-panel A³, and when so folded the opposing ends of the wings may practically meet, as shown in Fig. 2, or a space may be left between them to disclose any object placed beneath the flaps. The body is then bent upon the score-lines 10 and 11, and the tongue C is bent upon the score-line 14 and its head and a portion of its body are passed through the opening 18 in the central body portion A², as is likewise shown in Fig. 2. The central panel or portion A² is then folded upon the folded wings of the end panel A³ and the end panel A' is folded upon the outer face of the central panel. The tongue is then bent upon the score-line 15, permitting the head of the tongue to be carried over upon the outer face of the outer panel A', and the extremities of the head are then introduced into the cuts 16 and 17, whereby a book or card of several members is produced capable of being opened from opposite sides; but I desire it to be distinctly understood that the head of the tongue may be omitted and in that event likewise the cuts 16 and 17, and the free end of the tongue may then be secured to the outer surface of

the device by a cement or an equivalent fastening medium; and furthermore I desire it to be understood that the wings B and B' may be omitted. When, however, they are used, as shown in the drawings, they form a pocket in which a commutation-ticket or any article of that character may be placed or concealed, one wing being drawn out from the panel A³ when the ticket is placed in the pocket or removed therefrom. In Fig. 2 the pocket is designated as E.

When the card or case is opened from one side it will bring to view pages 2 and 3, for example, and the tongue C crossing the panel A' will form a pocket when taken in conjunction with the said panel A', which may receive a ticket D, for example. When the card or case is opened from the opposite side two other pages 5 and 6, for example, as shown in Fig. 5, will be brought to view. During the act of opening the card or case from the opposite side the ticket D located beneath the tongue C will have been transferred in such manner that the ticket will lie upon the inner face of the panel A' and between said panel and the panel A² in which the opening 18 is made, the ticket being visible through that opening, as shown in dotted lines in Fig. 5, and a second ticket D' may then be placed upon the panel A³ beneath the tongue C, as shown in positive lines in Fig. 5, and the two tickets being in position when the card is opened to display the pages 2 and 3, as shown in Fig. 3, the tickets will automatically have changed positions. Thus, two inner pages may be brought to view upon opening the card or case from one side and two other pages will be brought to view when opening the card or case from the opposite side, thus making four pages, which taken in connection with the two outer pages will make six pages which the card or case will contain and upon which advertisements or other matter may be produced, while apparently the card or case consists of but two leaves.

The device is exceedingly simple in its construction and is capable of being economically and expeditiously produced. Furthermore, the entire device may be shaped in its blank form and be expeditiously and conveniently set up by any person of ordinary intelligence.

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

1. In an advertising device, a blank comprising a body section divided into panels capable of being folded one upon the other, the central panel being provided with an opening, and a tongue located at one end of the body and adapted to be passed through the central opening as the panels are folded one upon the other, and to be secured upon the outer panel, substantially as shown and described.

2. In an advertising device, a blank consisting of a body of greater length than width

and divided into three panels of equal area, a central opening being made in the central panel extending from side to side, and a tongue projected from the outer edge of the outer panel, centrally thereof, said tongue being adapted to be passed through the opening in the central panel as the panels are folded, and to be secured upon the outer panel opposite that from which it is projected, substantially as shown and described.

3. In an advertising device, a blank comprising a body section divided into panels capable of being folded one upon the other, the central panel being provided with an opening, wings projected from opposite sides of one of the end panels and capable of being folded upon the said panel, and a tongue projected from the outer edge of one of said end panels and adapted to be passed through the opening in the central panel and to be secured upon the opposite end panel, substantially as shown and described.

4. As an improved article of manufacture, a card or case comprising several members formed of a single piece of material, the said card or case being unfolded or opened from either side, presenting different surfaces at each opening, as and for the purpose specified.

5. A card or case comprising several members, said card or case being opened from opposite sides in opposite directions, the central member being slotted and the end members connected by a tongue projecting through the slot of the central member, as and for the purpose specified.

6. As an improved article of manufacture, a card or case, comprising three leaves folded one upon the other, the folds of the leaves being at opposite sides, the central leaf having an opening produced therein, and a tongue connected with one side of one outer leaf, extending through and having movement in the opening of the central leaf, the said tongue having connection also with the opposite side of the opposite outer leaf, substantially as shown and described.

7. As an improved article of manufacture, a card or case comprising three connected leaves folded one upon the other, the folds of the leaves being at opposite sides, the central leaf having an opening produced therein, and a tongue connecting opposite sides of the outer leaves and extending through said opening, substantially as shown and described.

8. As an improved article of manufacture, a card or case comprising three connected leaves, folded one upon the other, the folds of the leaves being at opposite sides, the central leaf having an opening produced therein, and a pocket formed upon sundry of the leaves, as and for the purpose specified.

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Witnesses:

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