

R. L. FOSTER.
 ADVERTISING NOVELTY.
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1,162,230.

Patented Nov. 30, 1915.

Fig. 1

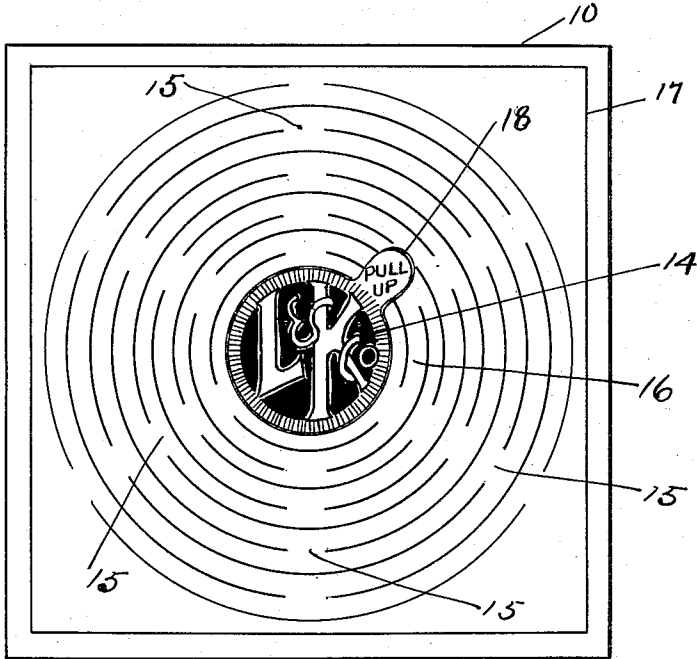
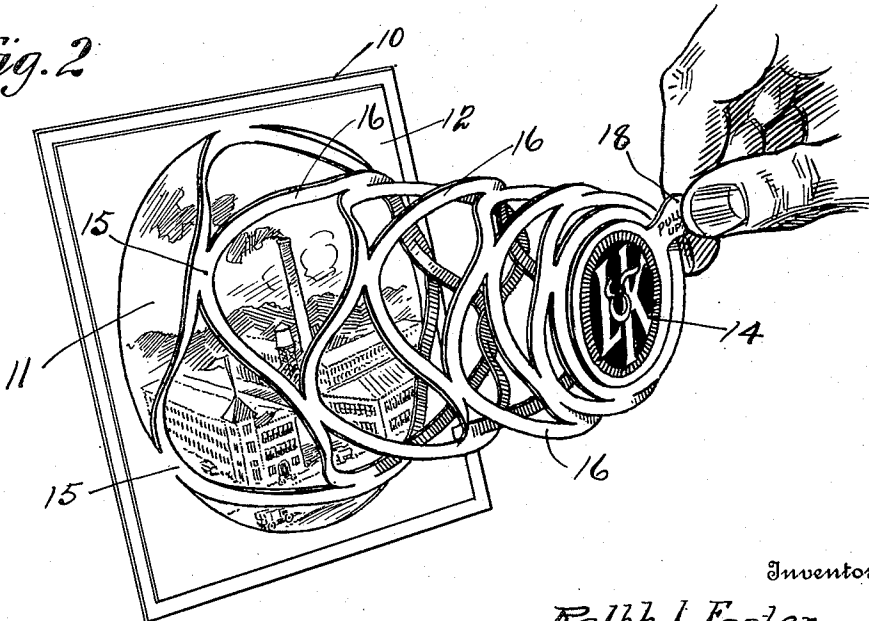


Fig. 2



Inventor.

Ralph L. Foster

Witnesses
 W. H. Parkey.
 A. J. Macready.

By

Howard E. Bulow
 Attorney

UNITED STATES PATENT OFFICE.

RALPH LEETE FOSTER, OF PROVIDENCE, RHODE ISLAND, ASSIGNOR TO LIVERMORE & KNIGHT COMPANY, OF PROVIDENCE, RHODE ISLAND, A CORPORATION OF RHODE ISLAND.

ADVERTISING NOVELTY.

1,162,230.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, RALPH LEETE FOSTER, a citizen of the United States, and resident of the city of Providence, in the county of Providence and State of Rhode Island, have
5 invented certain new and useful Improvements in Advertising Novelties, of which the following is a specification.

This invention relates to novelties of the class more particularly used in advertising the same being adapted to be constructed of paper, celluloid, or other sheet material, and the invention has for its object to provide in such a novelty a back leaf carrying
10 the background effect, and a front leaf secured to the back leaf and cut or slit around or about its center portion and at intervals between the center and the margin thereof, said cuts being so arranged as to permit the center portion to be lifted by its tab or handle and extend the whole cut area to expose the background through the opened-up slits.

Another feature of this invention is that upon releasing the center after having been
25 extended it automatically returns to normal by the inherent spring in the stock.

With these and other objects in view, the invention consists of certain novel features of construction, as will be more fully described, and particularly pointed out in the
30 appended claims.

In the accompanying drawings: Figure 1— is a face view of the device showing the front leaf closed over the background. Fig.
35 2— is a perspective view showing the cut area of the front leaf, as being lifted, or extended forward to disclose the background beneath.

Referring to the drawings 10 designates the back leaf which may be made of cardboard, paper, metal or any desired material on which is formed a suitable background as at 11, in Fig. 2. A front leaf 12 is formed in any desired shape and of any
45 desired material such as paper, celluloid, or other suitable flexible material in sheet form. This sheet is perforated by a series of rows of cuts 13 each row extending around or about the center portion 14 and the cuts in each row being intermittent or extending a portion of the distance and leaving between them uncut portions 15 which serve as ties or bridge portions to connect together the different strips 16 left between these cuts.
50 I have shown these cuts as arranged in con-

centric circles about the center portion but these rows of cuts may be formed in a square or in any other shape about this middle portion, and at any desired intervals of space between it and the margin of this front leaf. After this front leaf has been prepared by
60 being perforated or cut in the manner described its margin 17 is secured to the back leaf 10, leaving the center or cut area entirely free.

I connect a tab 18 or other suitable handle to the center portion 14 preferably to the edge thereof whereby the latter may be raised or drawn outward or extended forwardly to such an extent that the background on the back leaf is plainly visible through the opened-up slits and between the narrow connecting strips thus formed.

By this construction it will be seen that the tab 18 on the middle portion may be engaged by the thumb and finger to lift the center portion outward, and the inherent spring or resiliency in the strips 16 which are thus bent into a bowing shape will cause the same to immediately spring back into
75 normal position to again cover the background as soon as released.

This device in most cases is constructed entirely of paper and so serves as a very inexpensive and yet novel and attractive advertising article, the face of the front leaf may carry any kind of printed or other advertising matter even across the cut area and the background may pertain to the lettering on the front and is readily exposed by simply raising the middle portion of the front leaf and as readily covered by simply releasing the same, permitting it to spring back to normal.

I claim—

1. A device of the character described, comprising a back leaf having a background, a front leaf secured to said back leaf and having a plurality of spaced apart cuts through it at intervals about its center portion and between it and the margin thereof, whereby said center portion may be lifted from the back leaf and extended forward to expose the background through the opened-up slits.

2. A device of the character described, comprising a back leaf having a background, a front leaf secured to said back leaf and having spaced apart cuts through it, extending intermittently about the center

at intervals between it and the margin thereof, whereby said center portion is free to be lifted from the back sheet to expose the background through the opened-up slits, 5 and a handle at said center portion.

3. A device of the character described comprising a back leaf having a background, a front leaf secured at its margin to said back leaf and having a plurality of 10 rows of cuts through it and extending around its center portion and between it and the margin, the cuts in each row being inter-

mittent leaving between their ends uncut tying portions forming a plurality of parallel connected strips whereby said center portion is free to be lifted from the back sheet to expose the back ground through the strips thus separated. 15

In testimony whereof I affix my signature in presence of two witnesses.

RALPH LEETE FOSTER.

Witnesses:

HOWARD E. BARLOW,
A. F. MACREADY.