Nov. 12, 1935. A. NOVAK 2,021,083

ADVERTISING DEVICE

Filed April 29, 1935

Fig. 1

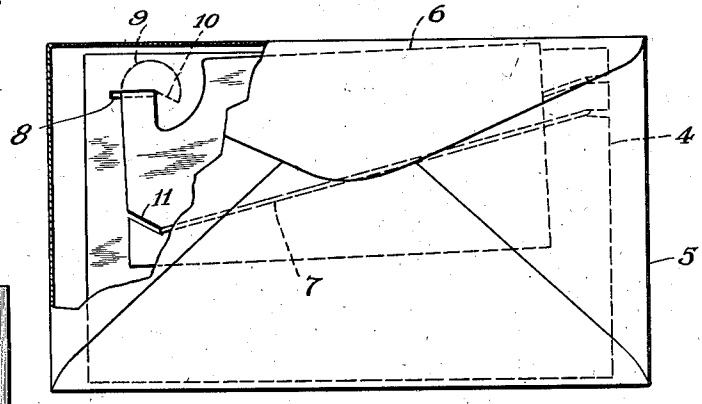


Fig. 2

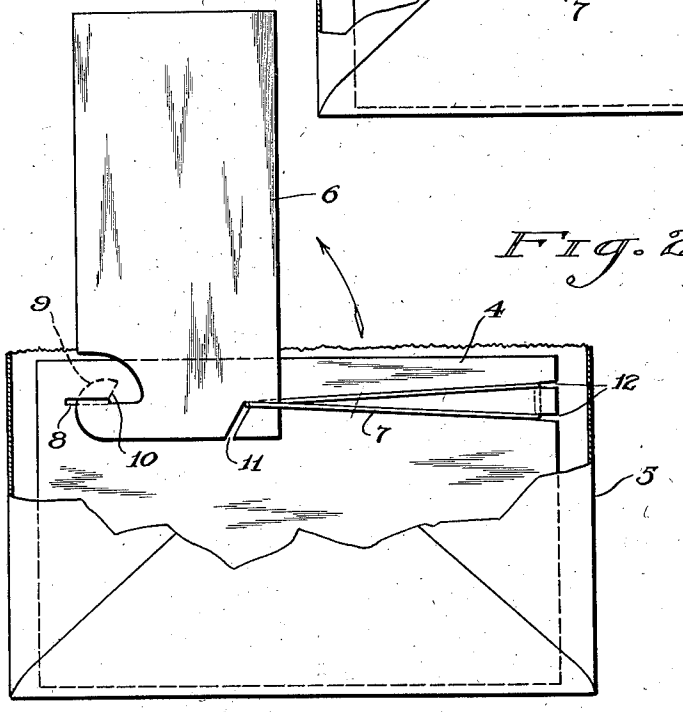
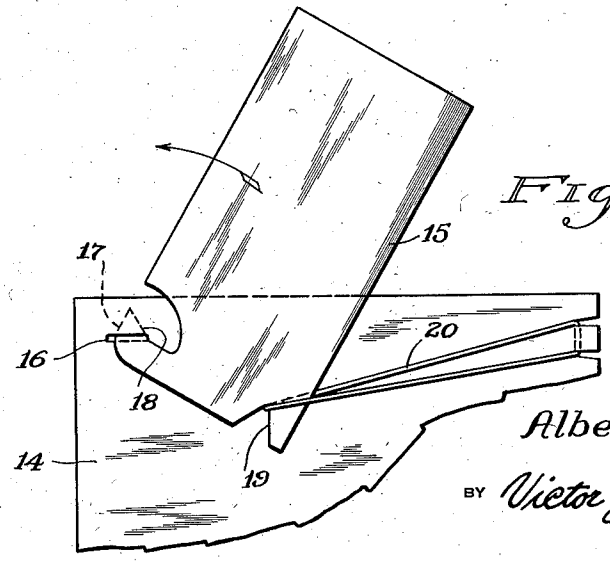


Fig. 3



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ADVERTISING DEVICE

Albert Novak, New York, N. Y.

Application April 29, 1935, Serial No. 18,928

4 Claims. (Cl. 40—67)

This invention relates to advertising devices adapted for mailing in the usual envelope.

The object of my invention is to provide an advertising device to be enclosed in a mailing envelope which, when the envelope is slit open, will act in a novel manner to attract the attention of the receiver.

A further object is to provide a device of the character indicated of a form and structure particularly adapted for economic manufacture and providing surfaces upon which advertising matter may be conspicuously displayed.

The invention will be fully and comprehensively understood from a consideration of the following detailed description when read in connection with the accompanying drawing which forms part of the application, with the understanding, however, that the improvement is capable of extended application and is not confined to the exact showing of the drawing nor to the precise construction described and, therefore, such changes and modifications may be made therein as do not affect the spirit of the invention nor exceed the scope thereof as expressed in the appended claims.

In the drawing:

Fig. 1 is an elevational view of the closure side of an envelope partly broken away and containing my advertising device ready for mailing.

Fig. 2 is an elevational view of my device in a mailing envelope showing my device after the envelope has been slit open, the forward portion of the envelope being broken away; and

Fig. 3 is a fragmentary elevational view of a modified form of my advertising device apart from the mailing envelope.

Briefly stated, my advertising device comprises a card 4 of such size as to be contained within the usual postal envelope 5 and having pivotally mounted thereon a tab 6. Spring means, such as the elastic band 7, is so arranged as to propel the tab 6 out of the envelope as the latter is slit open.

The pivotal connection between the tab 6 and the card 4 is effected by providing a slot 8 in an upper corner of the card 4 and by cutting the tab 6 at one corner thereof to form the hook 9 which terminates in a V-notch 10, the hook being adapted to engage into the slot 8. In the end of the tab 6 adjacent the hook 9 is cut an angular notch 11 into which is inserted the elastic band 7, the opposite end of which is engaged in notches 12 in the card 4. The disposition of the notches 11 and 12 in relation to the V-notch 10 of the hook is such that the elastic band 7 will cause the tab 6 to move to perpendicular position when same has been released from the envelope.

Reference to Fig. 1 will illustrate the arrangement of my advertising device within a postal envelope ready to mail. It is to be noted that the card 4 is of an adequate size to snugly fit the envelope 5 and that the tab 6 is held within the envelope 5 by its engagement with the upper folded edge thereof and against the force of the band 7. The device is to be placed within the envelope so that the tab 6 is adjacent the sealing flap thereof, along which edge postal envelopes are usually opened.

It will be noted by reference to Fig. 2 that upon opening the envelope at its sealed edge the tab 6 will be swung out to a conspicuous position to project substantially beyond the slit opening.

Reference is now directed to Fig. 3 in which is illustrated a modified form of my device which differs from the first form primarily by having the tab hook so formed as to permit the complete ejection of the tab from the envelope. This form also comprises a card 14 onto which is pivotally connected a tab 15. Into the card 14 is cut a slot 16 in which is engaged a hook 17 cut at one corner of the tab 15. The hook 17 differs from the first form by having its V-notch 18 formed in an obtuse angle.

In the end of the tab 15 adjacent the hook 17 is cut a notch 19 having tapered edges so formed as to permit the release of the elastic band 20 as the tab 15 is swung from the envelope. It will be observed that because of the modified form of the V-notch 18 and the notch 19 that upon slitting the envelope the tab 15 will be caused to be completely ejected from the device in a swirling action.

What is claimed as new is:

1. A device of the character described, comprising an envelope having a sealing flap, a carrier sheet within the envelope and having an aperture, a card provided with a hook extending thru the aperture to form a pivotal connection for the card with the sheet, elastic means under tension pressing the card adjacent the fold line of the flap and adapted to swing the card outwardly on its pivotal connection when the envelope is opened at the fold line of the flap.

2. A device of the character described, comprising an envelope having a sealing flap, a carrier sheet within the envelope and having an aperture, a card provided with a hook extending thru the aperture to form a pivotal connection for the card with the sheet, the sheet having a pair of slots and the card having a slot, an elas-

tic tensioned band engaging in the card slot at one end and in the sheet slots at the other end and pressing the card against the fold line of the flap and adapted to swing the card outwardly on its pivotal connection when the envelope is opened at the fold line of the flap.

3. A device of the character described, comprising an envelope having a sealing flap, a carrier sheet within the envelope and having an aperture, a card provided with a hook extending thru the aperture to form a pivotal connection for the card with the sheet, the sheet having a pair of slots and the card having a slot, an elastic tensioned band engaging in the card slot at one end and in the sheet slots at the other end and pressing the card against the fold line of the flap and adapted to swing the card outwardly on its pivotal connection when the envelope is opened at the fold line of the flap, the hook being so formed that the pivotal connection of the card with the sheet is retained after the envelope has been opened.

4. A device of the character described, comprising an envelope having a sealing flap, a carrier sheet within the envelope and having an aperture, a card provided with a hook extending thru an aperture to form a pivotal connection for the card with the sheet, the sheet having a pair of slots and the card having a slot, an elastic tensioned band engaging in the card slot at one end and in the sheet slots at the other end and pressing the card againsnt the fold line of the flap and adapted to swing the card outwardly on its pivotal connection when the envelope is opened at the fold line of the flap, the hook being so formed that the card is released from the sheet when the former is swung outwardly as described.

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