L. FEIST.

ADVERTISING NOVELTY.

APPLICATION FILED JUNE 2, 1909.

943,776. Patented Dec. 21, 1909.

Fig 1

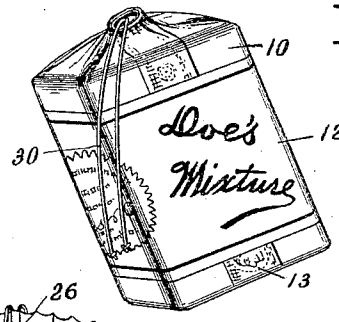
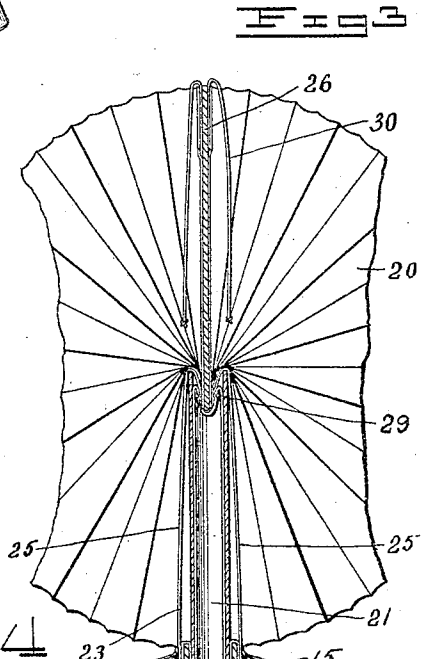


Fig 3



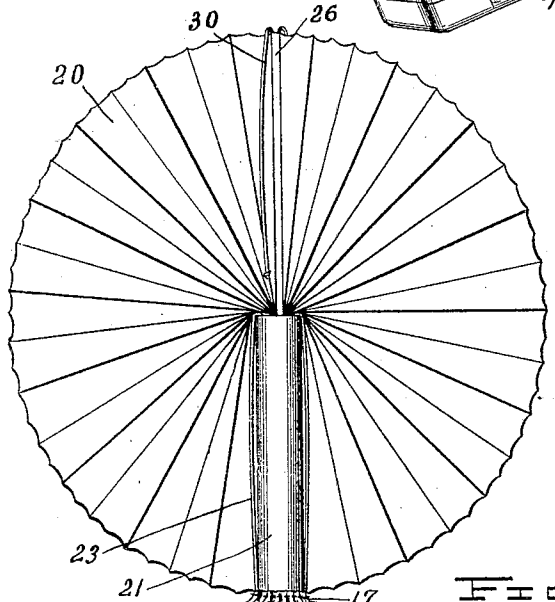


Fig 4

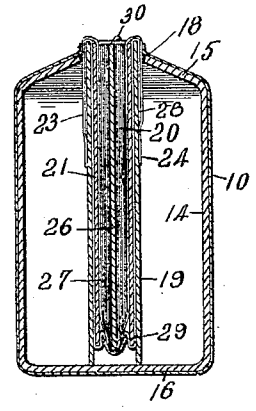
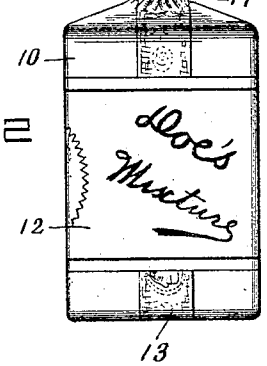


Fig 2



Witnesses
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UNITED STATES PATENT OFFICE.

LEOPOLD FEIST, OF FAR ROCKAWAY, NEW YORK, ASSIGNOR TO THE AMERICAN TOBACCO COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW JERSEY.

ADVERTISING NOVELTY.

943,776. Specification of Letters Patent. Patented Dec. 21, 1909.

Application filed June 2, 1909. Serial No. 499,670.

To all whom it may concern:

Be it known that I, LEOPOLD FEIST, a citizen of the United States, residing at Far Rockaway, in the county of Queens and State of New York, have invented new and useful Improvements in Advertising Novelties, of which the following is a specification.

My present invention relates to a new and improved advertising novelty especially designed for use as a medium to bring to the notice of the public certain classes of merchandise, such for instance as merchandise usually sold in original packages or containers, and the object of the invention is to provide an advertising novelty of this character that will not only be useful, but which will, when in normal condition, simulate the original package of merchandise it is desired to advertise.

Briefly and generally stated the invention consists of an advertising novelty comprising a container simulating an original package of merchandise, a tube located within said container, and a fan telescopically connected with said tube, the latter being adapted to receive and conceal the fan when said fan is folded or collapsed, and the container constituting a handle for the fan when the latter is expanded or opened for use.

In the accompanying drawing and as illustrating a preferred embodiment of the invention, I have shown the original package as simulating a bag of tobacco, but it is to be understood that this showing is merely illustrative and any other original package of merchandise may be selected without departing from the spirit of the invention.

Figure 1 is a perspective view of the original package, the fan being folded or collapsed and concealed therein. Fig. 2 is an elevation showing the fan extended for use. Fig. 3 is a vertical section, the parts being in the position shown in Fig. 2, and Fig. 4 is a vertical section of the container showing the fan collapsed therein.

Referring now to the drawing the reference numeral 10, designates the wrapper of the original package which in the instance shown consists of a flexible sack or bag simulating a package of tobacco, said container having thereon a label 12 bearing the usual advertising matter purporting to indicate the contents of the package and further provided with a band 13 simulating or indicating the usual revenue stamp.

The flexible bag or sack 10 is maintained extended to represent a completely filled original package, by means of suitable stiffened walls consisting of closed box shell 14, formed of cardboard, the upper end 15, of the shell being arched or bulged upwardly as shown and the lower end being closed by a bottom-piece 16. The box shell 14, completely fills the bag or sack and maintains all parts thereof fully distended to simulate a filled original package of merchandise, the upper end of the bag or sack being drawn tightly over the arched or bulged upper end by means of a draw-string 17.

Located centrally within the container and firmly secured thereto at its upper end, as by glue 18, is a tube 19, within which is adapted to be folded or collapsed a fan 20, the said tube preferably extending to the bottom of the shell 14, and the upper end thereof projecting for a short distance through an opening formed in the upper end wall of the shell.

The fan 20, which is adapted to be collapsed within the tube 19, as clearly shown, comprises a sleeve 21, having a telescopic connection with said tube, the plaited material constituting the fan being adapted to collapse and enter the telescoping sleeve 21, as the latter is pushed into the tube 19, and to open out into fan-shape when the latter is withdrawn. To accomplish these operations two tapes are employed, one to effect the withdrawal of the fan and the other to cause the fan to enter the sleeve and tube whereby to completely conceal the fan within the container.

One of the tapes 23, which for convenience of this description I will designate the outer tape, is attached at its free ends 24, as by glue, to the opposite sides of the tube 19, passes freely up over the edge of said tube, and is attached intermediate its ends to the lower end of the folded or plaited material of the fan as more clearly shown in Fig. 2, the free edges of the fan material being pasted to the tape along the lines 25.

The fan material has attached thereto a thin strip 26 of stiff material, such as a strip of bamboo, the lower end of the strip bearing against the bight or folded portion of the tape 23, and the strip being entirely inclosed between adjacent plaits of the fan

material whereby to conceal the same. This stiff strip 26, constitutes the means for collapsing the fan within the sleeve 21, and the sleeve within the tube 19, this operation being accomplished by imparting a continuous pressure upon the outer or free end of the said strip thereby causing the parts to telescope one within the other. Another, and what I shall for convenience call an inner tape 27, is attached at its opposite ends at 28, to the tube 19, passes over the upper edge thereof and then down and over the lower edge of the sleeve 21, and thence up within the sleeve where the intermediate portion thereof is attached to the lower or folded end of the fan material, the attachment of this tape 27, as well as the tape 23, being made more secure by means of a cord wrapping 29, which encircles the tapes as shown. The purpose of the tape 27 is to cause the sleeve 21, to be drawn out of the tube 19, and the plaited fan material to be withdrawn from the said sleeve 21, when a pulling force is exerted upon the end of the fan, to accomplish which draw-strings 30, are attached by glue or otherwise to the free end of the stiff strip 26. These draw-strings 30, not only serve as the means for withdrawing the fan, but they also simulate the closure-cords usually employed with containers of the bag type, thus carrying out in every detail the idea of accurately representing an original package, which is the spirit of the invention.

What I claim is,—

1. An advertising novelty comprising a flexible bag or container constituting a fan handle, means within the same for maintaining the bag or container distended to simulate a filled original package of merchandise, and a foldable fan having a telescopic connection with said bag or container.

2. An advertising novelty comprising a handle consisting of a flexible bag or container, means within the same for maintaining the bag or container distended to simulate a filled original package, a tube arranged centrally within and secured to said distending means, and a fan having a telescopic connection with said tube.

3. An advertising novelty comprising a handle consisting of a flexible bag or container bearing indicia indicative of the supposed contents thereof, means within the same for maintaining the bag or container distended to simulate a filled original package, a tube arranged centrally within and secured to said distending means, a fan having a telescopic connection with said tube, and a draw-string attached to the upper end of the fan, said string having free portions that extend from the neck of the container when the fan is collapsed and concealed therein to simulate closure means for the container.

In testimony whereof I have hereunto set my hand in presence of two subscribing witnesses.

LEOPOLD FEIST.

Witnesses:

G. E. FINCH,

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