

(No Model.)

C. M. SNYDER.  
ADVERTISING DEVICE.

No. 466,583.

Patented Jan. 5, 1892.

Fig. 3.

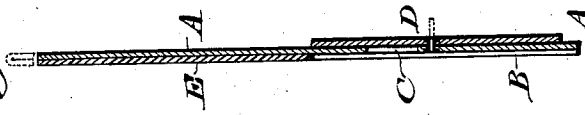


Fig. 2.

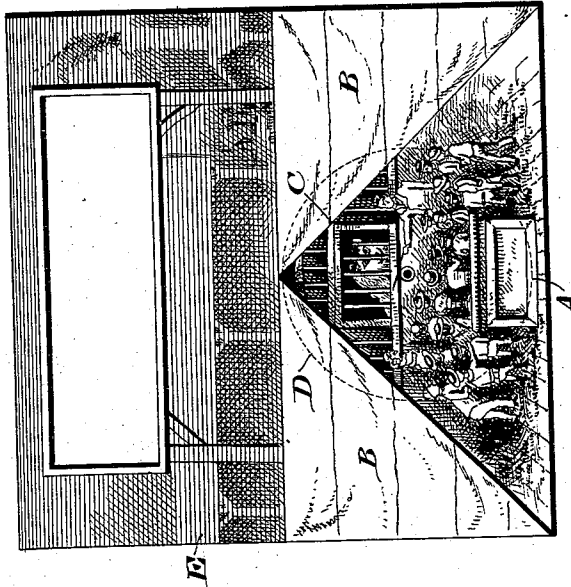
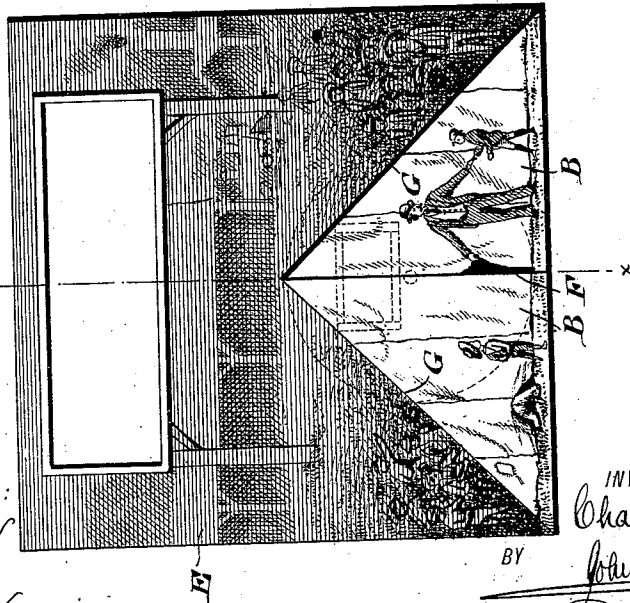


Fig. 1.



WITNESSES:

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# UNITED STATES PATENT OFFICE.

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## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 466,583, dated January 5, 1892.

Application filed March 30, 1891. Serial No. 386,931. (No model.)

*To all whom it may concern:*

Be it known that I, CHARLES M. SNYDER, a citizen of the United States, residing in the city and county of Philadelphia, State of Pennsylvania, have invented a new and useful Improvement in Advertising Devices, which improvement is fully set forth in the following specification and accompanying drawings.

My invention consists of an advertising device formed of a card, piece of paper, &c., with an advertisement thereon, and a flap, &c., attached to the same, so that when said flap, &c., are raised or moved they display an exhibition, such as a menagerie, circus, panorama, &c.

It also consists of the novel construction of the card and flap.

Figure 1 represents a face view of an advertising device embodying my invention. Fig. 2 represents a face view of said device, showing the operation of the same. Fig. 3 represents a section on line *x x*, Fig. 1.

Similar letters of reference indicate corresponding parts in the three figures.

Referring to the drawings, A designates a business or advertising card, to which is attached the flaps B, which in the present case simulates a tent, said flaps being adapted to be moved so as to open the tent; but said flaps may also simulate the doors of a house, &c.

In the card is an opening C, which is primarily closed by the flaps B, and behind said card is a wheel or disk D, which is pivoted to the card and having on its face representations, such as of animals, each of which when the wheel is turned may be successively presented to view through the opening C, which simulates the cage of a menagerie, said opening being uncovered when the flaps are thrown up, it being evident that the device is inter-

esting in its nature and may attract considerable attention to an advertisement, part of which or a separate one may be on the card and noticeable when the tent is opened. The flaps B are formed of a piece E of paper, which is slit from the bottom toward the top, as at F, and creased or folded along the lines G, forming triangular figures, as seen in Fig. 1. The piece E may have matter primarily printed thereon, as may also the card A, and said piece is pasted or otherwise secured to the card above the slit F, and lines being integral with the portion on said line forming an advertising-space G, the wheel D being also duly pivoted to the card; but said piece may be integral with the card, as shown in Fig. 3. The wheel D may also have representations of different subjects or objects on its outer side and made removable, so that either side may be viewed through the opening C, in which case the pivotal or axial pin of said wheel projects from both sides, as seen in Fig. 3.

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

An advertising device consisting of a backing having a pictorial representation thereon and an opening therein, a rotatable disk secured to said backing having pictures thereon adapted to be presented to the said opening, and a piece of paper partly slitted and creased to form folding flaps, secured to said backing and adapted to cover and uncover the opening therein, the portion of the paper above the slit and crease being integral and fixed to the backing, substantially as described.

CHARLES M. SNYDER.

Witnesses:

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