

No. 717,418.

Patented Dec. 30, 1902.

V. KOST.
ADVERTISING ARTICLE.
(Application filed Mar. 14, 1902.)

(No Model.)

Fig. 1.

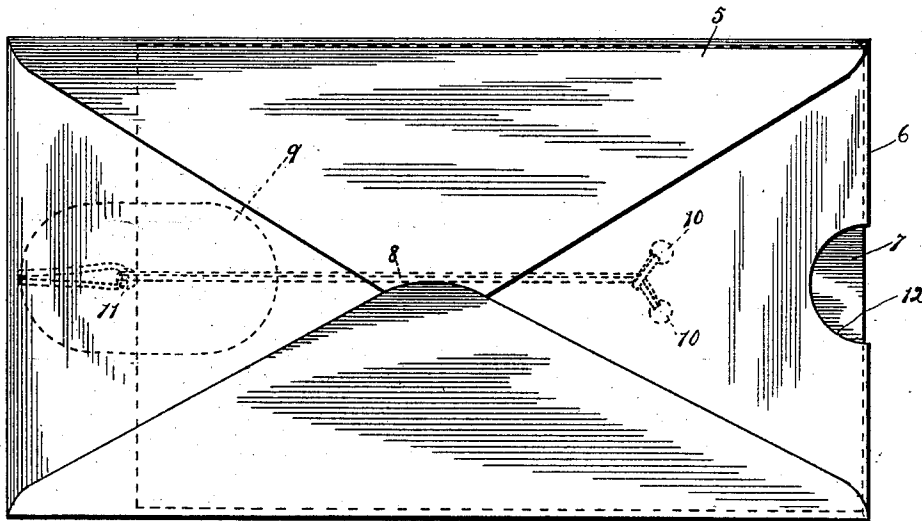


Fig. 2.

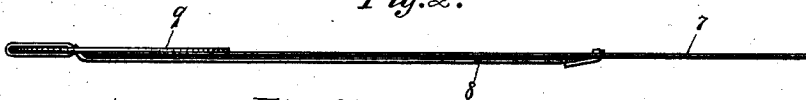
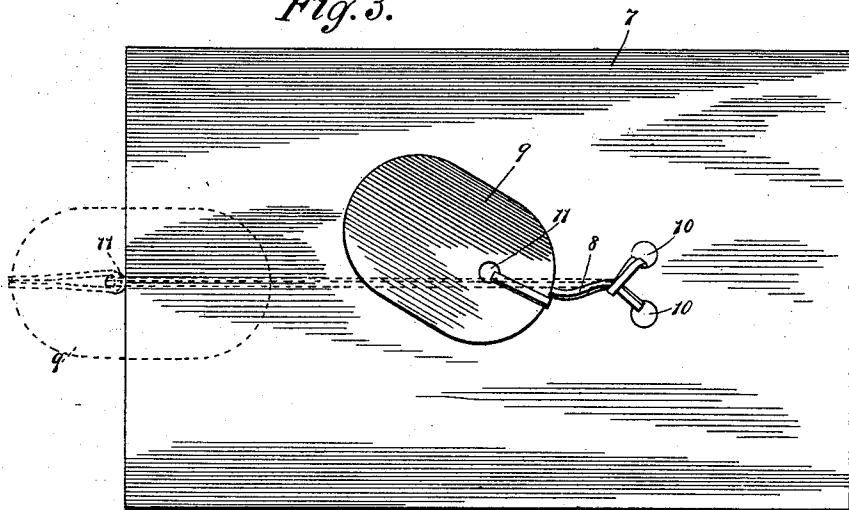


Fig. 3.



Witnesses:

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UNITED STATES PATENT OFFICE.

VICTOR KOST, OF CHICAGO, ILLINOIS, ASSIGNOR TO OLIVIA A. HILL, OF CHICAGO, ILLINOIS.

ADVERTISING ARTICLE.

SPECIFICATION forming part of Letters Patent No. 717,418, dated December 30, 1902.

Application filed March 14, 1902. Serial No. 98,258. (No model.)

To all whom it may concern:

Be it known that I, VICTOR KOST, a citizen of the United States, and a resident of Chicago, county of Cook, and State of Illinois, have invented certain new and useful Improvements in Advertising Articles, of which the following is a specification, and which are illustrated in the accompanying drawings, forming a part thereof.

10 This invention relates to an article which is designed to be used for advertising purposes or as a surprise toy.

It comprises an envelop or inclosing cover or wrapper adapted to contain a card having 15 attached thereto, by means of an elastic band, a slip or tag, the elastic band being designed to be stretched and the tag or slip carried over one edge and to the opposite side of the card and held when within the wrapper or 20 envelop by the walls thereof, so that when the card is withdrawn the contraction of the elastic band will cause the slip or tag to be flipped into the air or toward the person holding the device, tending thereby to startle or 25 surprise him.

The invention consists of the arrangement of parts hereinafter fully described, particularly designated in the claim, and which is illustrated in the accompanying drawings, in 30 which—

Figure 1 is a plan view of the envelop or inclosing wrapper and showing in dotted lines the position or arrangement of the card inclosed thereby and its attached tag or slip. 35 Fig. 2 is a side elevation of the card removed from the envelop, but with the tag or slip thereof in the position in which it is held when inclosed by the envelop; and Fig. 3 is a plan of the card removed from its wrapper 40 or envelop and before the tag or slip is arranged previous to being inserted in the envelop.

In carrying out the invention I employ a wrapper or inclosing covering, such as an ordinary envelop 5, slit or opened at one of its 45 edges 6. Within this cover or envelop is designed to be inclosed a card 7, the length of which is somewhat less than that of the envelop, so as to accommodate a tag or slip 9, 50 attached to the card by an elastic band 8. A convenient manner of securing the elastic

band to the card and the tag is, as illustrated, to provide the card 7 with two apertures 10, through which the elastic band is looped, while the tag or slip 9 has a single aperture 55 11, through which the other end of the band 8 is passed and looped about the said tag.

To facilitate the removal of the card from the envelop, the slit or open end of the latter is provided with openings or recesses 12, 60 through which the end of the card projects when in the envelop, so as to be easily grasped by the fingers. The card may be provided with suitable advertising matter, and also the tag or slip, which will be brought to the at- 65 tention of the party removing the card from the envelop.

Before placing the card in the envelop the elastic band is stretched to permit the tag 9 to be carried around the edge of the card first 70 to be inserted in the envelop, the tag being held or placed flat against the opposite face of the card, and when the latter is slipped into the envelop the tag will be held in this position by the walls of the envelop. 75

When the card is withdrawn by grasping the edge protruding through the openings 12, the tag as soon as it is freed from the envelop will, by reason of the sudden contraction of the elastic band, be thrown or flipped into 80 the air, thereby startling or surprising the party holding the same and who in satisfying his curiosity by examining the device will have his attention brought to the advertising matter on the card and tag. 85

I claim as my invention—

An advertising article comprising an envelop, and a card designed to be placed in the envelop and having attached thereto near one end by an elastic band a slip or tag, the elastic band being adapted to be stretched and 90 the slip or tag carried over the opposite end and to the opposite side of the card and held when within the envelop by the walls of the latter, so that when the card is withdrawn 95 the slip or tag will be flipped or thrown into the air by reason of the sudden contraction of the band.

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Witnesses:

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