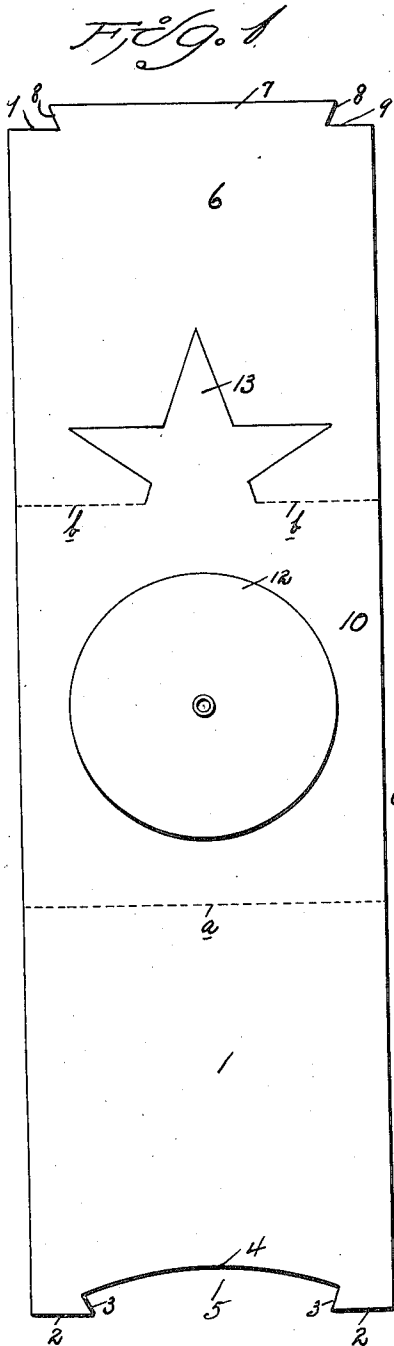
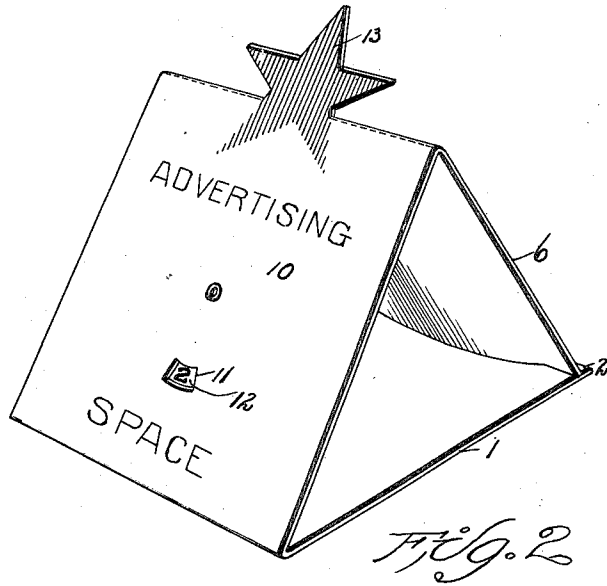
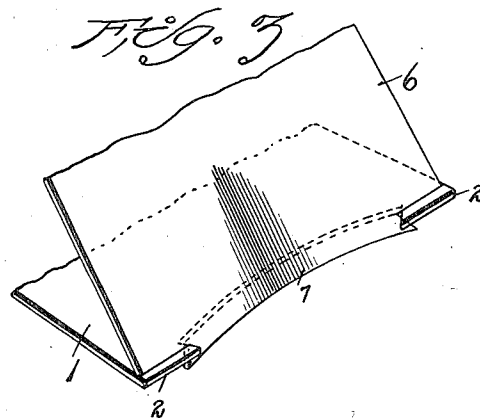


I. HEIDENREICH,
ADVERTISING DEVICE.
APPLICATION FILED SEPT. 13, 1919.

1,411,022.

Patented Mar. 28, 1922.



INVENTOR

I. Heidenreich

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UNITED STATES PATENT OFFICE.

ISIDOR HEIDENREICH, OF ST. LOUIS, MISSOURI.

ADVERTISING DEVICE.

1,411,022.

Specification of Letters Patent. Patented Mar. 28, 1922.

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To all whom it may concern:

Be it known that I, ISIDOR HEIDENREICH, a citizen of the United States, residing at the city of St. Louis, State of Missouri, have invented a certain new and useful Improvement in Advertising Devices, of which the following is a specification, reference being had to the accompanying drawing, forming a part thereof.

This invention relates to a certain new and useful improvement in advertising devices, the chief object of my present invention being to form or construct, as a new article of manufacture, a device of card-board or other preferably inexpensive material comprising in one piece an advertising-display surface and interlocking, supporting parts therefor, the device being conveniently foldable into, and locked in, display condition and, when so folded and locked, providing an attractive and efficient advertising medium self-supporting in display position upon a show-case, counter, desk, or the like.

With the above and other objects in view, my present invention resides in the novel form, construction, arrangement, and combination of parts hereinafter described and afterwards pointed out in the claim.

In the accompanying drawing, Figure 1 is an inverted plan view of the device in unfolded condition;

Figure 2 is a perspective view of the device in folded, locked, display condition; and

Figure 3 is a fragmental perspective view of the interlocking parts of the device.

Referring now more particularly to the said drawing, in which like reference characters refer to like parts throughout the several views, my new device is formed or constructed preferably of a single approximately rectangular strip or section A of suitable relatively stiff, yet bendable and somewhat flexible material such, for instance, as card-board. The strip A is scored to fold, as at *a* transversely entirely thereacross and at a point suitably spaced from one end to provide an end or base-flap or portion 1. The flap or portion 1, for purposes shortly appearing, is provided at its free end with integral so-called prongs 2—2, in the formation of which the strip A is cut inwardly and obliquely outwardly towards each side, as at 3—3, and then preferably on an arc 4 connecting the inner

ends of the cuts 3, cut away, as at 5, between the cuts 3.

The strip A is also scored, as at *b—b*, for a suitable distance transversely inwardly from each side and along a line suitably spaced from the opposite or other end of the strip, to provide an opposite end or supporting-flap or portion 6, which is adapted for interlocking engagement with the base-flap 1. For this purpose, the flap 6 is provided at its free end with a preferably integral transversely elongated centrally disposed prong 7 designed for engagement with the prongs 2—2 of the base-flap 1; in the formation of this prong 7, the flap 6 at its free end and at points or along lines suitably spaced from its side edges is cut obliquely inwardly, as at 8—8, and the corners of the flap then cut away by cuts 9—9 directly transversely inwardly from the side edges of the flap to the inner ends of the cuts 8—8.

The part 10 of the strip A intermediate the end flaps 1 and 6 forms or provides what I might properly designate the advertising display-surface of the device; this surface is designed to bear or contain any desired descriptive or advertising matter of the particular goods, merchandise, or other thing or person for which or whom publicity is desired. For illustrative purposes, I show the part 10 provided with a sight-opening 11 for the convenient reading of a disk-calendar 12 suitably mounted for rotation upon the rear side of the part 10 of the strip A.

It will be noted that the scored-lines *b—b* are spaced at their inner ends; and forming a part of extension of the display-surface 10 is a part 13, which is cut from the end flap 6. This display-surface extension 13 may have any distinctive shape, form, or configuration as may be desired to represent in outline a trade-mark, for instance, of the goods or merchandise being advertised, or other object or thing to increase the attractiveness and direct efficiency of the device as an advertising medium; for purposes of illustration, such extension 13 has here the configuration or shape of a portion of a star.

In use or operation, the strip A is folded both along the line *a* and the lines *b—b*. When the flap 6 is so folded relatively to the flap or surface 10, the display-surface-

extension 13 will project upwardly more or less rigidly in approximately the plane of the surface 10, as seen especially in Figure 2; and the flaps 1 and 6 being so folded, flap 6 is transversely flexed, its free end disposed to rest as shown upon the flap 1, and its prong or lip 7 yieldingly fitted into engaging position between the prongs or lips 2 of flap 1, the prongs 2 and 7 interlocking and maintaining the device in operative, display condition, as illustrated in Figure 2, on flexing pressure upon flap 6 being removed. With its flaps 1 and 6 so interlocked and the device in such operative, display condition, the device may be conveniently stood in self-supporting position upon a showcase, counter, desk or the like and provides a most simple and inexpensive, yet attractive and efficient advertising medium for the particular goods, merchandise, or other thing descriptively appearing upon the display-surface 10.

I am aware that changes in the form, construction, arrangement, and combination of the several parts of my advertising device may be made and substituted for those herein shown and described without departing

from the nature and principle of my invention.

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

A foldable advertising-device composed of a single section of suitable material scored and folded to integrally include an intermediate flap providing an advertising display-surface, an end flap forming the supporting-base for the intermediate flap, the one end-flap being provided at its free end with a pair of spaced pronged lips, and an opposite second end flap forming the supporting-pedestal of the intermediate flap, the second flap being provided at its free end with a single pronged lip adapted to fit between and engage with the spaced lips of the first end flap to lock the end flaps together and the device as a whole in folded condition, the second end-flap resting at its free end upon the first flap when the device is in such folded condition and the lips in interlocking engagement.

In testimony whereof, I have signed my name to this specification.

ISIDOR HEIDENREICH.