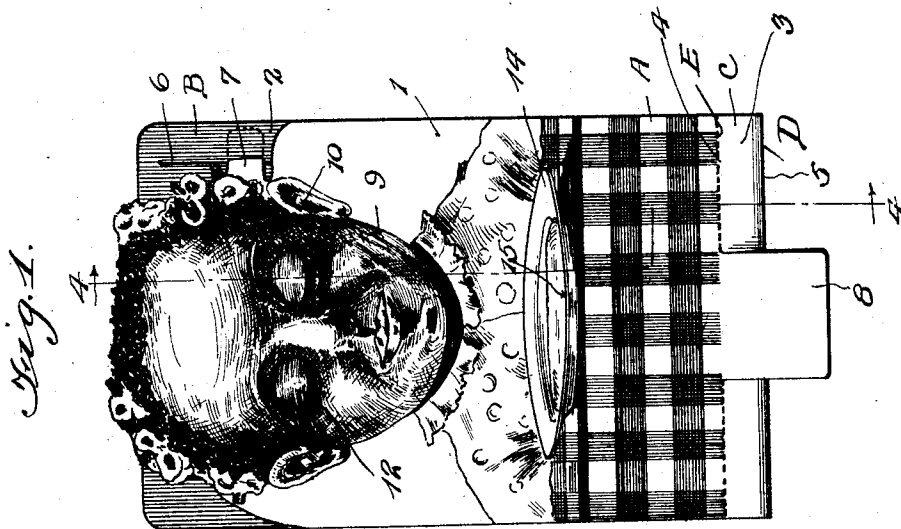
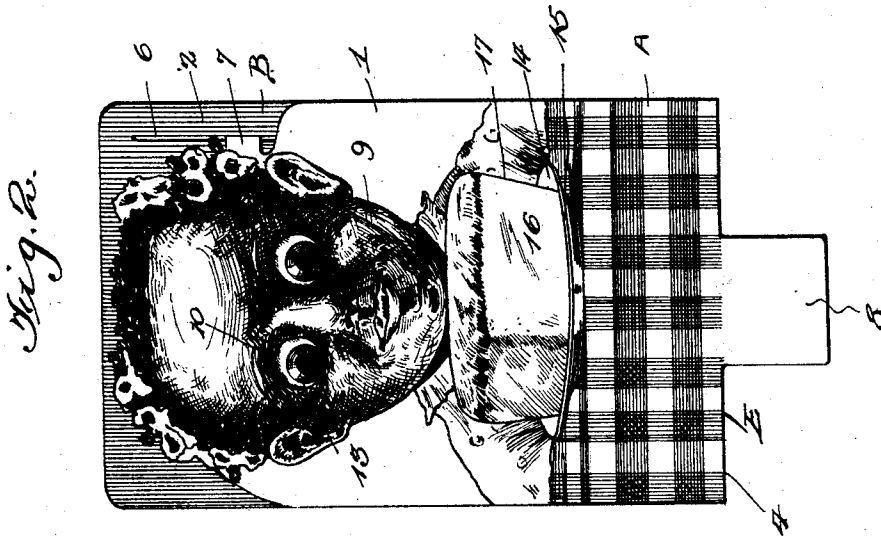


1,419,136.

Patented June 13, 1922.
2 SHEETS—SHEET 1.



Witness.
Ernest A. Crocker

Inventor
Bernard K. Hauck.

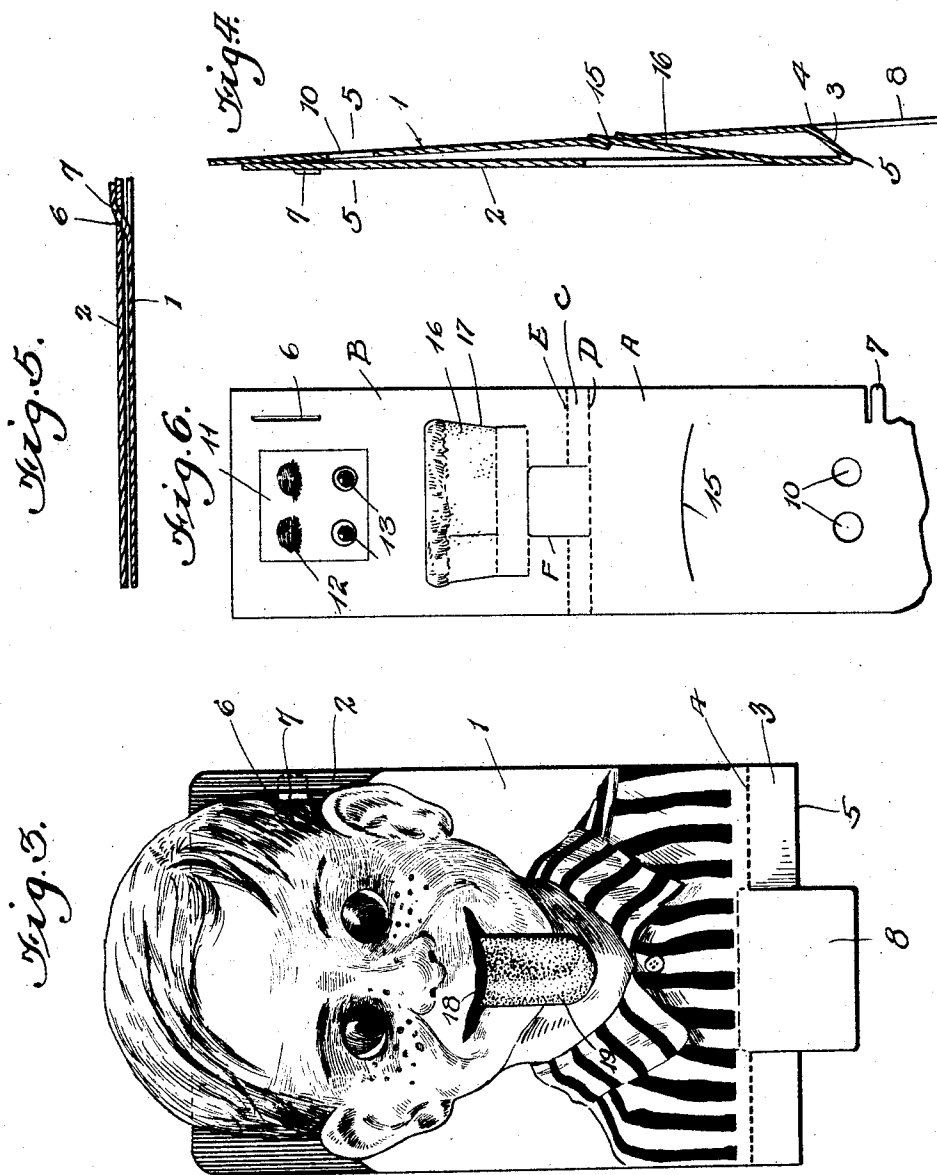
By *Lacey & Lacey,* Attorneys

B. K. HAUCK,
ADVERTISING NOVELTY.
APPLICATION FILED DEC. 21, 1920.

1,419,136.

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2 SHEETS—SHEET 2.



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UNITED STATES PATENT OFFICE.

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ADVERTISING NOVELTY.

1,419,136.

Specification of Letters Patent. Patented June 13, 1922.

Application filed December 21, 1920. Serial No. 432,207.

To all whom it may concern:

Be it known that I, BERNARD K. HAUCK, a citizen of the United States, residing at Cincinnati, in the county of Hamilton and State of Ohio, have invented certain new and useful Improvements in Advertising Novelties, of which the following is a specification.

This invention relates to advertising novelties.

The value of an advertising novelty may be measured by its ability to attract and hold the attention, the incentive which it gives to make frequent use of it, its usefulness, and its ability to create in the mind of the observer an association of ideas which will influence sale of the goods advertised thereby, and it is therefore the primary object of the present invention to provide an advertising novelty possessing features which will satisfy all of these requirements.

Another object of the invention is to provide an advertising novelty capable of operation in such a manner as to effect the simulation of pleasure, satisfaction, or other emotions in connection with the display, for example, of a representation of the article advertised so that the novelty will be capable of creating in the mind of the observer an association of ideas or impressions most likely to influence him to deal in the advertised article.

One of the more specific objects of the invention is to provide an advertising novelty which may be made up from a single integral blank adapted to be readily formed from inexpensive material.

The invention also resides in certain features of construction which possess various advantages as will be hereinafter explained and set forth in the appended claims.

In the accompanying drawings:

Figure 1 is a view in elevation of one form of the novelty embodying the invention with the parts thereof in one relative position;

Figure 2 is a similar view with the parts in another relative position;

Figure 3 is a similar view illustrating another embodiment of the invention;

Figure 4 is a vertical longitudinal sectional view taken substantially on the line 4—4 of Figure 1 looking in the direction indicated by the arrows;

Figure 5 is a detail horizontal sectional view on the line 5—5 of Figure 4;

Figure 6 is a plan view of one face of the blank from which the article shown in Figures 1 and 2 is made.

The drawings illustrate two embodiments of the invention but it will be evident from the description which is to follow that the invention may find many other different embodiments, without departing from the principles involved, the principles being adaptable in one way or another to produce a novelty for advertising practically any article of merchandise. Thus in the form illustrated in Figures 1 and 2 the article advertised is bread and in the form illustrated in Figure 3 the articles advertised may be a beverage or the like, but these examples are only illustrative and the illustration is not to be considered as in any way restricting the inventive idea involved.

The article embodying the invention is formed from a single integral blank of sheet material such for example as card board, the blank from which the article shown in Figures 1, 2, 4 and 5 is formed, being shown in plan in Figure 6, and comprising portions A, B and C divided by fold lines D and E. The article comprises two relatively slidable members one represented by the portion A of the blank and the other by the portion B, these members being indicated in general respectively by the numerals 1 and 2. When the blank is folded, the portion C constitutes a connecting portion which is indicated by the numeral 3 and which serves to connect the lower edges of the members 1 and 2 as shown clearly in Figure 4 of the drawings, the blank being so folded upon the lines D and E as to be relatively flexible along these lines. As stated the members 1 and 2 are relatively slidable, and the members are positioned with the member 2 lying in rear of and normally substantially flat against the rear face of the member 1. The lateral edges of the members 1 and 2 are preferably parallel and they substantially register as shown in Figures 1, 2 and 5, and inasmuch as the folds defining the portion 3 and which folds are indicated by the numerals 4 and 5, extend transversely of the lower edges thereof, the members will be maintained in the relative position stated or in other words prevented from lateral dis-

placement with relation to each other when relatively slid in the direction of their length. In order that the upper portions of the members, which are otherwise separated, 5 may be held in mutual flat contact, one of the members, as for example the member 2, is formed with a vertically extending slit 6 parallel to one of its lateral edges, and the other member is provided with an integral 10 laterally projecting tongue 7 slidably engaged in the slot. While the slit 6 might be made of a definite length so as to limit the movement of one of the members with relation to the other, the connecting portion 3 15 serves this purpose in an efficient manner for when the members 1 and 2 are moved to one relative position this portion will occupy the plane of the portion 1 and the members will be prevented from further relative 20 movement in one direction, and when the members are in another position this portion will occupy the plane of the member 2 and the members will be prevented from being further relatively moved in the opposite 25 direction. Therefore the portion 3 serves not only as a means for connecting the lower ends of the two members to permanently hold them assembled, but it serves also as a means for preventing lateral displacement of 30 the members with relation to each other and for limiting their relative sliding movement. In order that the members may be relatively moved as for example when the article is held in the hand, with the fingers engaging 35 the opposite lateral edges of the member 2 but not binding the edges of the member 1, the flap or finger piece 8 is provided by forming a suitable incision F in the blank shown in Figure 6 and depends from the 40 lower edges of the member 1, this edge of the finger piece being adapted to be grasped by the other hand and reciprocated in an up and down direction to impart corresponding sliding movement to the member 45 1 with relation to the member 2.

The member 1 bears a representation 9 of a human face except that the eyes are replaced by circular openings indicated by the numeral 10. However, the face of the member 2 which opposes the member 1 is provided with an area 11 a portion of which is printed to represent a pair of closed eyes as indicated by the numeral 12 and another 50 portion to represent opened eyes as indicated by the numeral 13, the representation 12 being located above and in vertical alinement with the respective representations 13, and both representations being so arranged that when the member 2 is slid downwardly with 60 relation to the member 1 the representations 12 will be presented at the openings 10 and on the other hand when the member 2 is slid upwardly with relation to the member 1 the representations 13 will be presented at the 65 said openings. Thus as the members 1 and

2 are relatively slid from one position to the other, the eyes of the image will apparently alternately open and close because of the successive positioning of the representations 12 and 13 for exposure through the openings 10.

In the illustrated embodiment the member 1 may also bear upon its face the representation of a plate as indicated by the numeral 14, and the said member is formed 75 with a slot 15 which in the present instance defines a portion of the rim of the plate. The confronting face of the member 2 is printed with a representation 16 of for example some article of food such as a loaf of 80 bread, and this representation is outlined by a slit 17 formed in the said member 2 so that the representation may be sprung outwardly from the plane of the member 2 and be caused to project into or through the slot 85 15 as shown in Figures 1, 2 and 4 of the drawings. It will now be evident that when the members 1 and 2 are in such relative position that the member 2 will be lowered 90 with relation to the member 1, the representation 16 will likewise be in a lowered position and only a small portion of the top thereof will project through the slit 15, the representations 12 being at such time exposed within the openings 10 so that seemingly the eyes of the image will be closed. 95 Then upon relative movement of the members 1 and 2 to their other position, the representation 16 will be caused to move upwardly through a slot 15 and the representation 100 13 of the open eyes will move to position within the openings 10 so that the image will apparently open its eyes and assume an expression of surprise as the representation of the advertised article is brought to 105 view seemingly upon the plate 14.

In that form of the invention shown in Figure 3 of the drawings, the image represented upon the face of the member 1 is that of a boy, and the said member is formed, 110 in addition to the eye openings previously described, with a slot 18 extending at the mouth of the image and slidably receiving a portion 19 of the member 2 which replaces the portion 16 of the member 2 previously 115 described and which is representative of the tongue.

Having thus described the invention, what is claimed as new is:

1. A novelty comprising a pair of relatively slidable members, one of said members bearing a representation of an animate object and having an opening and a slit, the other member bearing a representation of a movable portion of the body represented upon the first mentioned member 120 movable with relation to the opening upon relative movement of the two members, the said other member being provided also with an outstanding part representative of 130

another object and slidably fitting through the said slit in the first-mentioned member.

2. A novelty comprising a pair of relatively slidable members, one of said members bearing a representation of an object and having an opening, the other member bearing the representation of a movable part of the object represented upon the first-mentioned member movable with relation to the opening upon relative movement of the two members, and means limiting such relative movement.

3. A novelty comprising a pair of relatively slidable members, one of said members bearing a representation of an object and having an opening, the other member bearing the representation of a movable part of the object represented upon the first-mentioned member movable with relation to the opening upon relative movement of the two members, and means limiting such relative movement, said means comprising a portion connected by parallel flexible lines of fold with corresponding edges of the said members.

4. A novelty comprising a pair of relatively slidable members, one of said members bearing a representation of an object and having an opening, the other member bearing the representation of a movable part of the object represented upon the first-mentioned member movable with relation to the opening upon relative movement of the two members, means limiting such relative

movement, and means extending from one of said members beyond the image of the other member for moving the first-mentioned member with relation to the other.

5. A novelty comprising a pair of relatively slidable members, one of said members bearing a representation of an animate object and having an opening, the other member bearing a representation of a movable part of the object represented upon the first-mentioned member and movable with relation to the opening upon relative movement of the two members, and means preventing lateral displacement of the said members with relation to each other.

6. A novelty comprising a pair of relatively slidable members, one of said members bearing a representation of an animate object and having an opening, the other member bearing a representation of a movable part of the object represented upon the first-mentioned member and movable with relation to the opening upon relative movement of the two members, means connecting corresponding edge portions of the two members and limiting the relative sliding movement thereof, and means for holding the said members assembled at their opposite portions comprising a tongue projecting from one of said members and slidably engaging through the other member.

In testimony whereof I affix my signature.

BERNARD K. HAUCK. [L. s.]