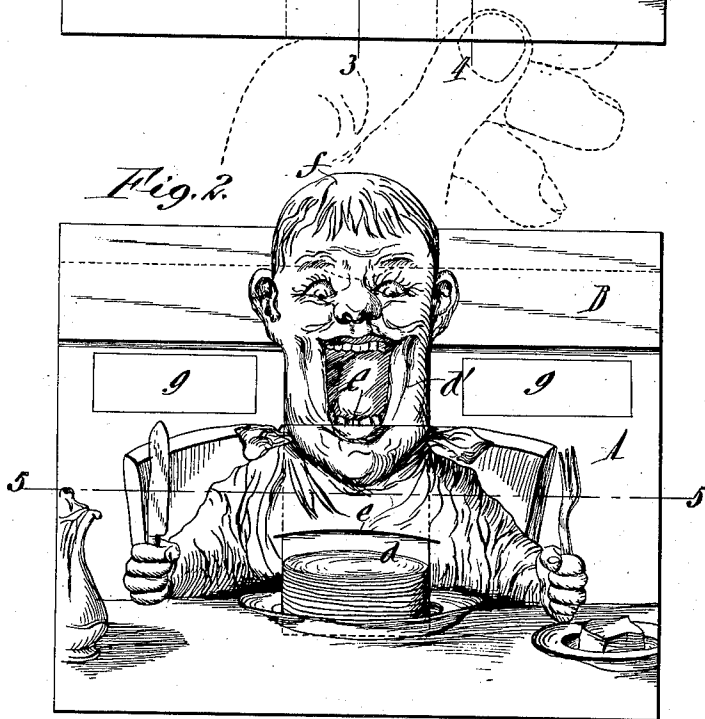
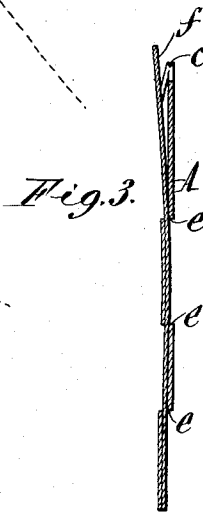
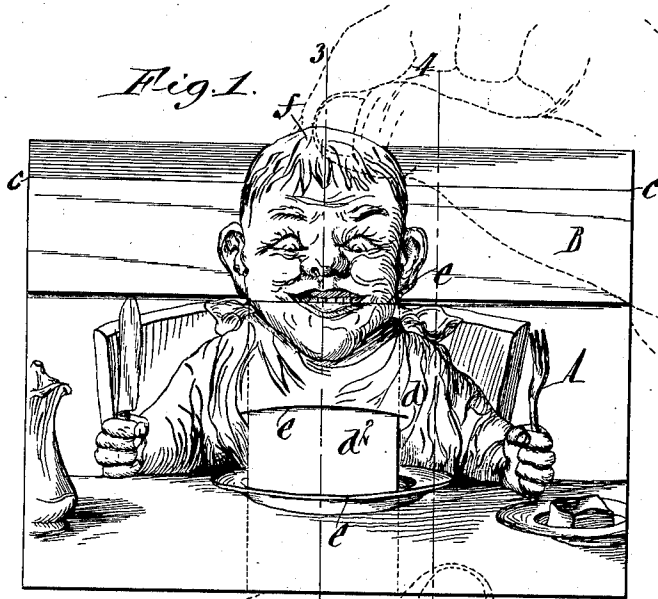


P. REEVES.
ADVERTISING DEVICE.
APPLICATION FILED SEPT. 7, 1909.

976,495.

Patented Nov. 22, 1910.

2 SHEETS—SHEET 1.



Witnesses:
Richard Sommer,
John H. Shoemaker

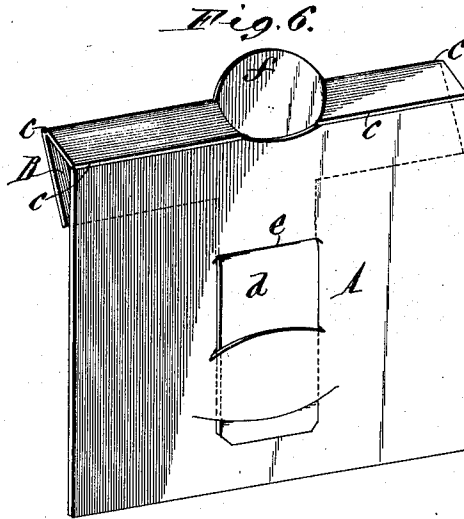
Inventor
Percy Reeves,
by Leyer Popp
Attorneys

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2 SHEETS—SHEET 2.



Witnesses:

Richard Soumerai.
John H. Shoemaker

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UNITED STATES PATENT OFFICE.

PERCY REEVES, OF BUFFALO, NEW YORK, ASSIGNOR TO DIETZER-SALE LITHOGRAPH COMPANY, OF BUFFALO, NEW YORK, A CORPORATION OF NEW YORK.

ADVERTISING DEVICE.

916,495.

Specification of Letters Patent.

Patented Nov. 22, 1910.

Application filed September 7, 1909. Serial No. 516,419.

To all whom it may concern:

Be it known that I, PERCY REEVES, a citizen of the United States, residing at Buffalo, in the county of Erie and State of New York, have invented a new and useful Improvement in Advertising Devices, of which the following is a specification.

This invention relates to advertising or display devices, and more particularly to extensible devices of this character composed of sections bearing corresponding parts of a picture or advertisement, so as to display, for example, different advertisements or produce different facial expressions of a human figure in different relative positions of the sections.

The object of my invention is the production of an attractive and amusing advertising device of this kind which can be cheaply manufactured.

In the accompanying drawings consisting of 2 sheets: Figure 1 is a face view of the device in its normal contracted condition. Fig. 2 is a similar view showing the device extended. Figs. 3 and 4 are transverse vertical sections on the correspondingly numbered lines in Fig. 1. Fig. 5 is a longitudinal section on line 5—5, Fig. 2. Fig. 6 is a perspective rear view of the device. Fig. 7 is a face view of a modification of the improvement.

Similar letters of reference indicate corresponding parts throughout the several views.

The device consists of a comparatively stiff card A, of paper or other suitable material bearing on its face a portion of a suitable picture or advertisement, and a slide B in the form of a flap bearing the remaining or complementary part of the picture or advertisement on the card. This flap is preferably integral with the card and extends across the top of its face. In the construction shown in the drawings, this flap is connected with the upper edge of the card by two or more longitudinal folds *c* forming a double or multiple joint which permits the flap to slide freely up and down on the card. As shown in Figs. 3 and 4, the cardboard is scored at *c* to form the double joint. The lower portion of the flap is guided on the card by a tongue *d* extending downwardly from its central portion and passing through longitudinal slits *e* cut in the card, the tongue being located partly on the front and

partly on the rear side of the card, as shown. 55

The flap is provided with a tab *f* for actuating it. In the preferred construction shown, this tab is arranged centrally at the top of the flap and cut out of the adjacent top portions of the flap and the card, as best shown in Fig. 6. The tab is of sufficient length to extend above the top of the card in the normal lowered position of the flap, so that it can be conveniently seized, as indicated by dotted lines on the upper part 65 of Fig. 1.

If desired, the tongue as well as the flap may bear complementary parts of the picture or advertisement printed upon the card A. In the example illustrated in Figs. 1 to 6, the card, flap, tab and tongue have printed thereon a picture of a boy seated at a table and about to eat a plate of pancakes. The card itself bears, among other things, the representation of a table, an empty plate, the body of the figure and the lower part of the head, while the flap bears the remainder of the head. On the upper portion of the tongue is represented an extension *d*¹ of the lower jaw of the figure and on its lower portion is a picture of a pile of pancakes. By this construction and arrangement, when the flap B is in its normal lowered position, as shown in Fig. 1, the jaw extension *d*¹ and the picture-part of the tongue are concealed, the mouth of the figure is closed and the plate is empty. When the flap is raised, as shown in Fig. 2, the portion of the tongue forming said jaw-extension is withdrawn from behind the card A and exposed to view, opening wide the mouth of the figure and giving the face an expression of hearty laughter. At the same time, the picture of the pancakes is displayed immediately above the plate, giving them the appearance of resting thereon. By the sliding movement of the flap B, the face of the figure is thus changed from one expression to another, and simultaneously with these changes the picture of the pancakes appears and disappears, producing a striking and amusing effect. 100

A suitable advertisement may be printed on the portion *d*² of the tongue which is exposed when the latter is in the position shown in Fig. 1. The spaces or panels *g* on the upper portion of the card on opposite sides of the figure, may also contain ad- 105

vertisements which are concealed when the flap is lowered and displayed when the flap is raised.

Fig. 1 illustrates a modified embodiment of the invention in which the picture of the table, plate &c., shown in the first-described device is replaced by the representation of a fence over which a grinning negro peers. In this case the card A^1 has guide slits e^1 which receive the tongue d^3 of the slidable flap B^1 .

Obviously, the pictures or advertisements borne by the card, the flap and the tongue may be varied according to the taste or fancy of the artist or advertiser, and I do not therefore wish to be limited to the use of the particular representations herein shown and described.

It is to be understood that the term "picture" used in the appended claims comprehends not only pictorial representations, but also equivalents, such as advertising words, characters and expressions of various kinds.

I claim as my invention:

1. An advertising device, comprising a card bearing a suitable picture, a slide bearing a complementary part of said picture and guided on the card, and a multiple joint connecting the slide with the card.

2. An advertising device, comprising a card having guide-slits, a flap integral with said card and having a tongue guided in

said slits, the card and the flap bearing complementary portions of a picture, and a multiple joint connecting the flap with the card.

3. An advertising device, comprising a card bearing a part of a picture and a flap overlapping said card and bearing a complementary part of said picture, said flap being slidably connected with the card by a multiple joint and having an operating-tab adjacent to said joint.

4. An advertising device, comprising a card bearing a part of a picture and a flap overlapping said card and bearing a complementary part of said picture, said flap being slidably connected with the card by a multiple joint and having an operating-tab which is cut out of the adjacent portions of the card and said joint.

5. An advertising device, comprising a card having guide-slits and an integral flap connected therewith by a multiple joint, said flap being provided at its free edge with a tongue guided in said slits, and a tab cut out of the adjacent portions of the card and said joint and extending above the latter, the card, flap and tab bearing complementary parts of a picture.

Witness my hand this 2nd day of September, 1909.

PERCY REEVES.

Witnesses:

C. F. GEYER,
E. M. GRAHAM.