

(No Model.)

C. F. ENGSTROM.
ADVERTISING CARD.

No. 588,636.

Patented Aug. 24, 1897.

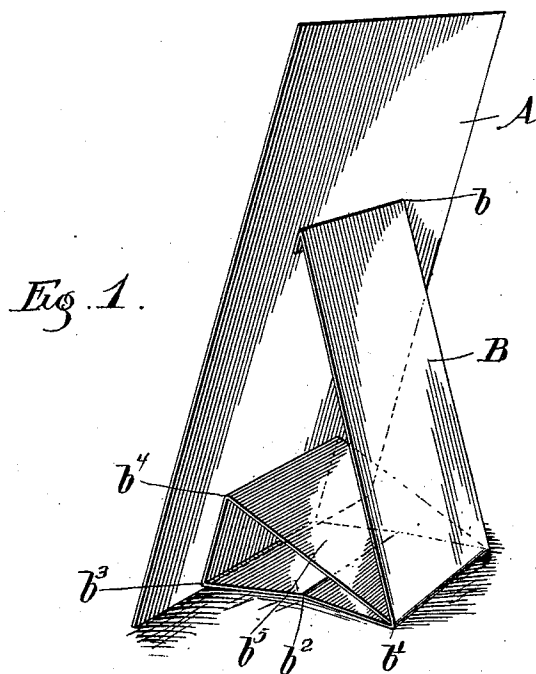
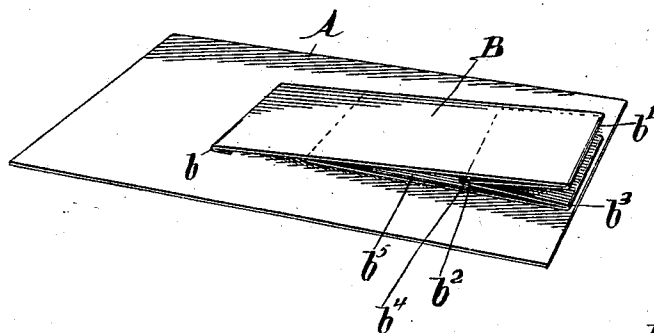


Fig. 2.



Witnesses:

Chas. C. Hurvey,
Robert O. Bailey

Inventor:

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UNITED STATES PATENT OFFICE.

CHARLES F. ENGSTROM, OF ST. CHARLES, ILLINOIS.

ADVERTISING-CARD.

SPECIFICATION forming part of Letters Patent No. 588,636, dated August 24, 1897.

Application filed January 27, 1897, Serial No. 620,896. (No model.)

To all whom it may concern:

Be it known that I, CHARLES F. ENGSTROM, a citizen of the United States of America, residing at St. Charles, in the county of Kane and State of Illinois, have invented certain new and useful Improvements in Advertising-Cards, of which the following is a specification.

My invention relates to certain improvements in advertising-cards, the purpose being to combine with the same a support or brace adapted to hold the card in a position slightly inclined from a vertical line, which brace shall be so constructed as to be capable of being made substantially rigid, but which may be easily folded up against the back of the card. Incidentally it is also desired to make the brace out of the same material as the card, so that small waste-pieces or scrap may thus be utilized.

To such end the invention consists in the combination, with an advertising-card or other similar device adapted thereto, of a brace or rest containing certain novel features of construction, which features will clearly appear in the following description and will be closely defined in the appended claims.

In the drawings, Figure 1 is a perspective showing the rear portion of an advertising-card having the preferred form of my improved brace or rest applied thereto, said brace being seen in its extended position in which it is substantially rigid and holds the card upright; and Fig. 2 is a second perspective of the same, showing the card in a horizontal position and the brace folded against the same.

In the drawings the card is lettered A, and it is of course obvious that the shape or nature of the same is immaterial, as such card is used merely as a sample of the many objects which it is often desirable to sustain in an upright position at times and at other times to fold up in the least possible space for storage or transportation.

Upon the back of this card is seen a brace B, which in its preferred form is constructed as follows: A single strip of cardboard, usually the scrap which is left after cutting up the larger cards, is hinged to the card at b by scoring the strip transversely near one of its

ends and securing the end portion to the back of the card A. The strip is also scored transversely at b' b^2 b^3 b^4 , the scores being all upon the same side of the strip, with the exception of that at b^2 , which is upon the opposite side. This scoring is for the purpose of weakening the cardboard and forming a sort of hinge. The portion between the scores b^3 b^4 is then secured to the back of the card A, near the bottom, and the end beyond the score b^4 is made of the proper length to just reach the score b' when the different portions of the brace are in their extended positions. In this case the brace is substantially rigid, the lower end of the strip, which is lettered b^5 , operating to prevent the collapse of the portion between the hinges b' b^3 .

To arrange the card for packing, the portion b^5 of the brace is crowded directly upward, slightly bending it and the back portion of the brace until the portion b^5 lies flat against the back of the card. The bottom portion of the brace is then pushed upward, bending it along the score b^3 , bringing both it and the back portion of the brace against the card and in the position in which they will occupy the least space.

The form of the brace, the material of which it is made, and the manner of forming the hinges are capable of great variation, and I do not limit myself in this respect, except as clearly pointed out in the following claims.

I claim as new and desire to secure by Letters Patent—

1. A folding brace for advertising-cards and the like consisting of a portion secured to the card at a sufficient distance from the bottom to furnish a suitable rest therefor and extending downward and rearward therefrom, a second portion extending from the lower end of the first to the lower portion of the card and secured thereto, said second portion being adapted to fold upon itself, and a brace secured to the intermediate portion of the card and extending therefrom to the angle between the first two portions, the parts being sufficiently elastic to permit of the crowding of the brace upward so as to lie parallel with the card and permit the remaining portions to be folded against the same; substantially as described.

2. A brace for advertising-cards and the like consisting of a comparatively stiff strip of material, B, having more flexible portions extending transversely across it at b , b' , b^2 , b^3 , and b^4 , said strip being secured to the card, A, at b and between b^3 and b^4 and the portion, b^5 , being of proper length to reach the angle, b' , when the portion between b' and b^3 , is extended into one plane; substantially as described.

CHARLES F. ENGSTROM.

Witnesses:

CHAS. O. SHERVEY,
ROBERT O. BAILEY.