

E. W. TAYLOR.
Advertising Device.

No. 227,073.

Patented April 27, 1880.

Fig. 1.

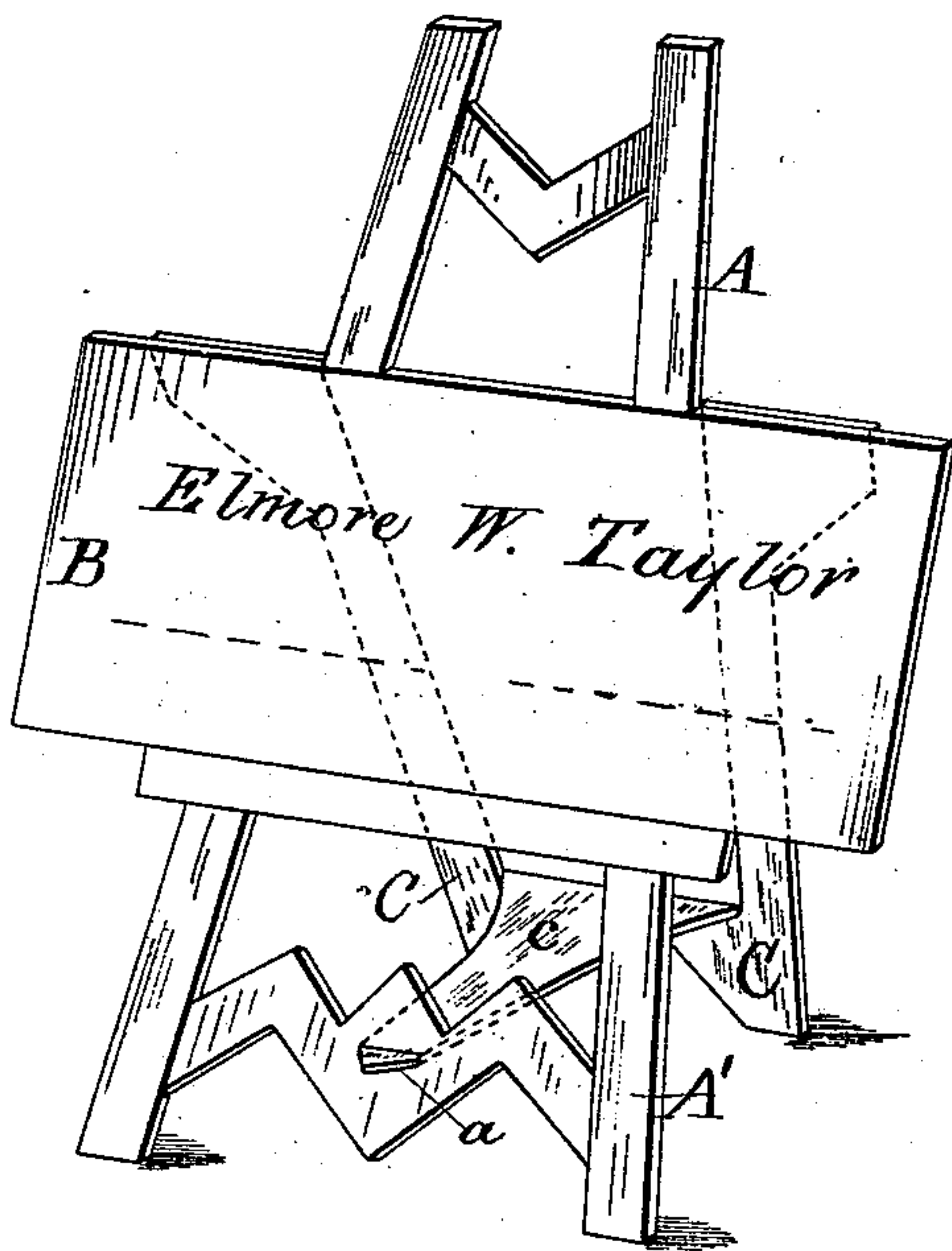


Fig. 2.

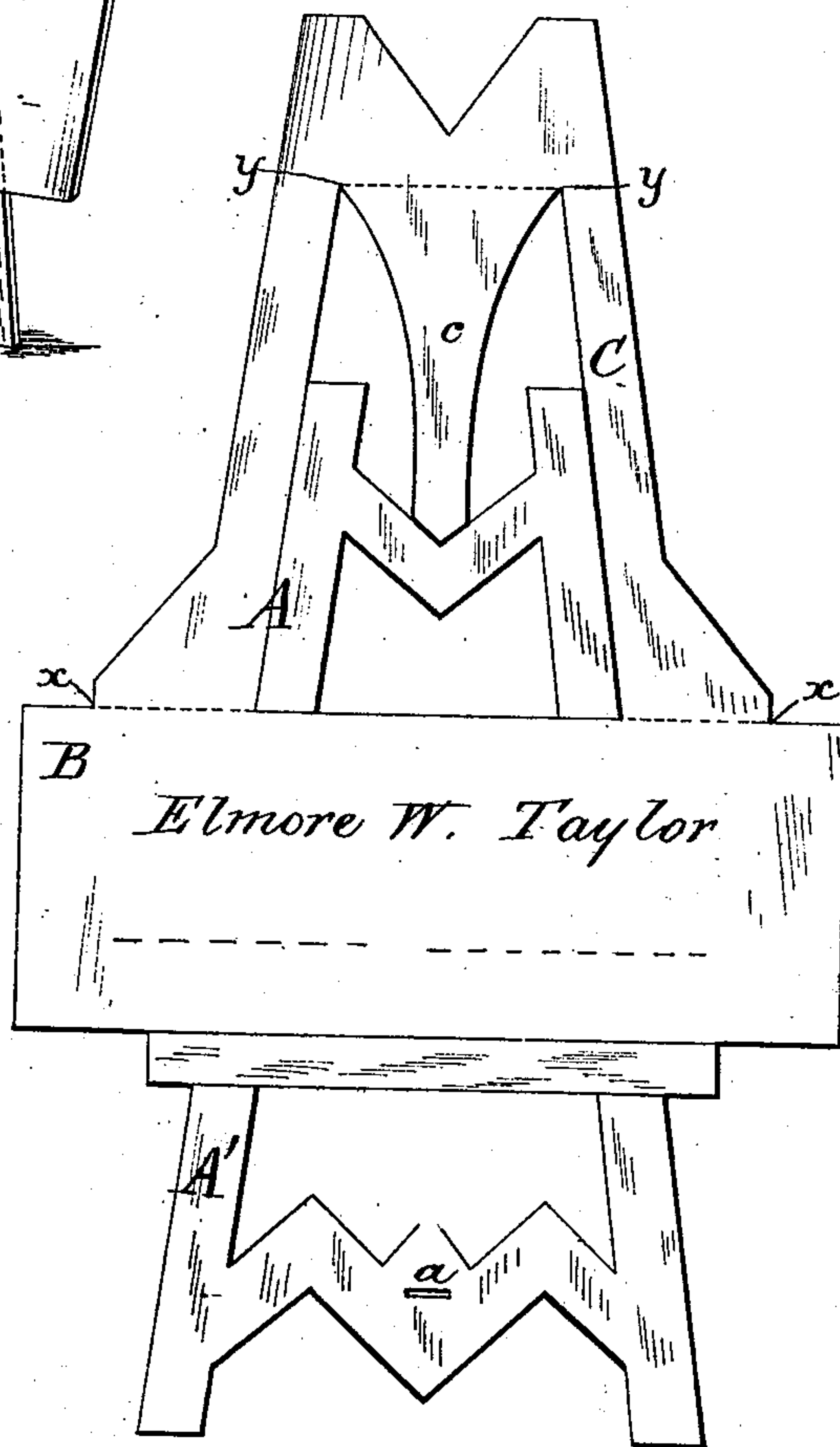
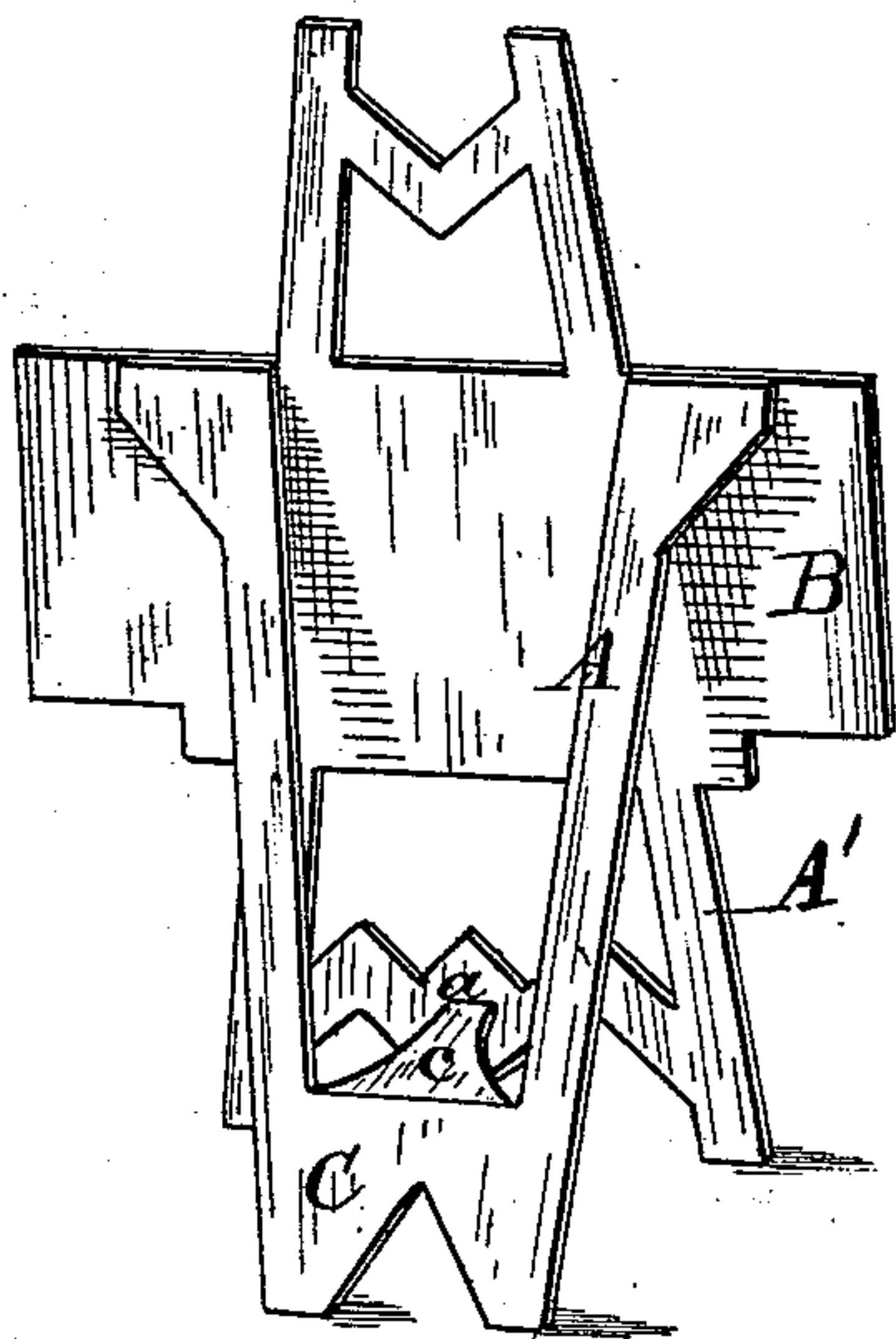


Fig. 3.



Witnesses
W. B. Masson
Robert Lynch

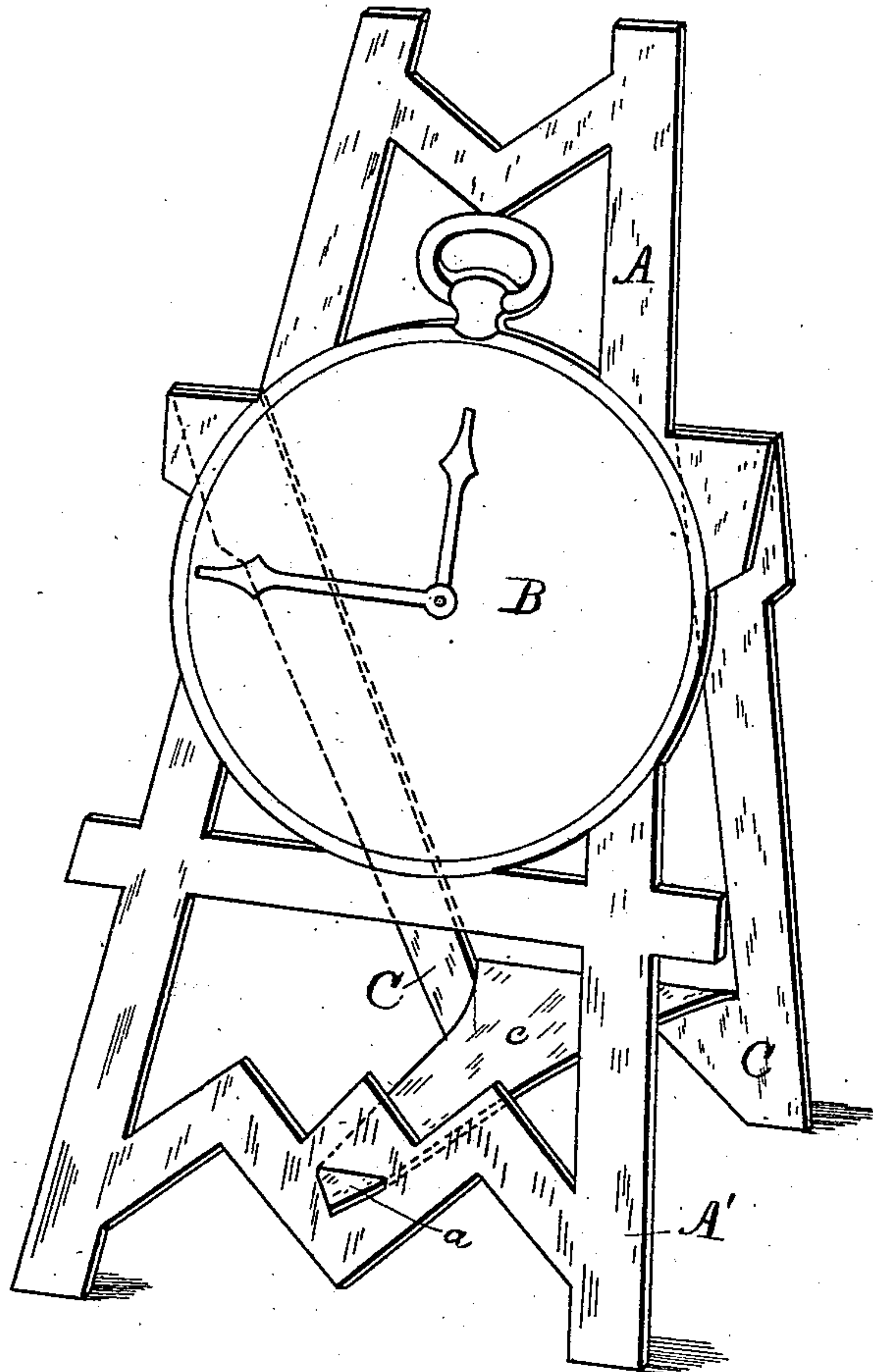
Inventor
Elmore W. Taylor
by L. Deane.
Atty.

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Fig. 4.



Witnesses:
W. B. Masson
Robert Lynch.

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att'y

UNITED STATES PATENT OFFICE.

ELMORE W. TAYLOR, OF DETROIT, MICHIGAN.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 227,073, dated April 27, 1880.

Application filed January 19, 1880.

To all whom it may concern:

Be it known that I, ELMORE W. TAYLOR, a citizen of the United States, residing at Detroit, in the county of Wayne and State of Michigan, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same, reference being had to the accompanying drawings, and to letters or figures of reference marked thereon, which form a part of this specification.

Figure 1 is a perspective view of a device illustrating the present invention. Fig. 2 is a plan view of the device before it has been bent and adjusted for use. Fig. 3 is a rear perspective of the device as in use. Fig. 4 shows the easel as representing a special trade.

The present invention relates to improvements in devices and means for displaying advertisements, business-cards, and the like; and the novelty consists more particularly in stamping or otherwise cutting, shaping, or forming out of paper, card-board, wood, metal, or any suitable substance a device in shape of an easel or any other like article that can be folded and adjusted so as to stand by itself and readily and prominently display on the space designed for that purpose on its face the card, picture, emblem, almanac, or any other means used for advertising, all as will now be more fully set out and explained.

As my invention is illustrated in the accompanying drawings, A denotes a blank made in a suitable way, and consisting of parts A', C, and B, and adapted, when part C is bent downward on line *x*, to form a device in shape of an easel, of which the part A' will be the front and C the rear. The portion of this blank marked B is designed for the advertising-space. This is so arranged relatively to the parts indicating the easel proper as to represent, as it were, a picture placed on the easel for display. This easel-card is cut, stamped, or otherwise formed or shaped in any convenient way by hand or machine, and may be made of any suitable material, preferably flat

thin sheets of card-board, metal, or tough and elastic wood in a single flat piece. The blank is then folded by bending the part C on line *x* downward till it has the proper inclination to the part A' to form a support for it; then the tie or brace *c* is bent on the line *y*, so as to come into a horizontal position, with its end adapted to fit into the hole or slot *a* in the lower part of A'.

The mere form or shape of the easel can be varied to suit the taste; and in using the present invention it is not necessary that the frame part should be an easel, for the outline or form of any ordinary article, such as a shoe, brush, bottle, or other device, as shown in Fig. 4, can be readily employed in like manner, as has been above set out and explained; or, if desired, instead of a rectangular space, as at B, this part of the card can be fashioned into any shape to indicate the trade in which the user is engaged, as a cigar, a watch, or any other device.

While I have shown the card made in one piece, it is evident that it can, if desired, be made in two or more.

It may sometimes be desirable to print or otherwise mark the frame part of the easel with advertisements, while, by means of the projecting end of the tie-rod, the easel will carry or support a picture or card.

It is designed to sell these cards, cut into blanks of such shape or size as may be designed, to parties in the various trades—say to one party in Detroit dealing in artists' materials the easel-card, and thus to the various trades in the several cities or towns—so that there should be a sufficiently-regulated use of the device.

Before the cards are folded they can be readily packed and shipped.

This method of displaying and circulating business-cards and advertisements is very useful and attractive, especially when the face of the body of the device and the advertisement or business-card are made ornamental and artistically complete.

Having thus described my invention, what I consider new, and desire to secure by Letters Patent, is—

1. The advertising device A, consisting of the parts A', C, and B, and tie c, adapted to be bent and adjusted so as to be self-sustaining, substantially as and for the purposes set forth.

2. The advertising device A, consisting of the parts A' C B, and tie c, adapted to be bent and adjusted, as described, the part B being in the shape of a watch, piano, or any

symbol to denote a particular trade, substantially as and for the purposes described.

In testimony whereof I affix my signature in presence of two witnesses.

ELMORE W. TAYLOR.

Witnesses:

E. J. McKENDREE,
W. FITZGERALD.