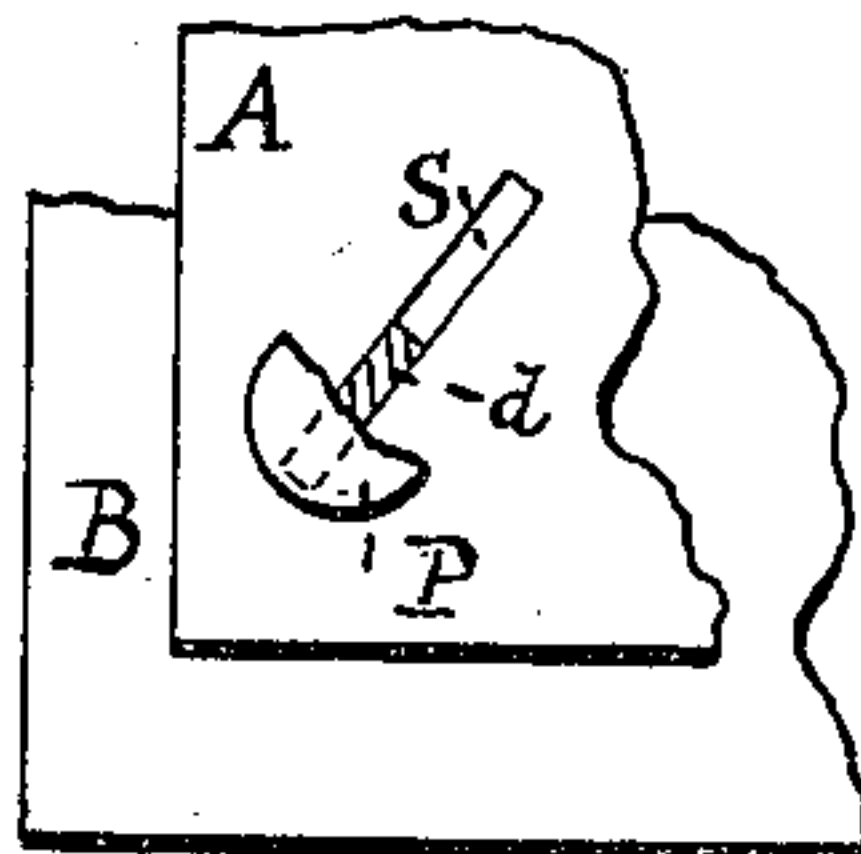
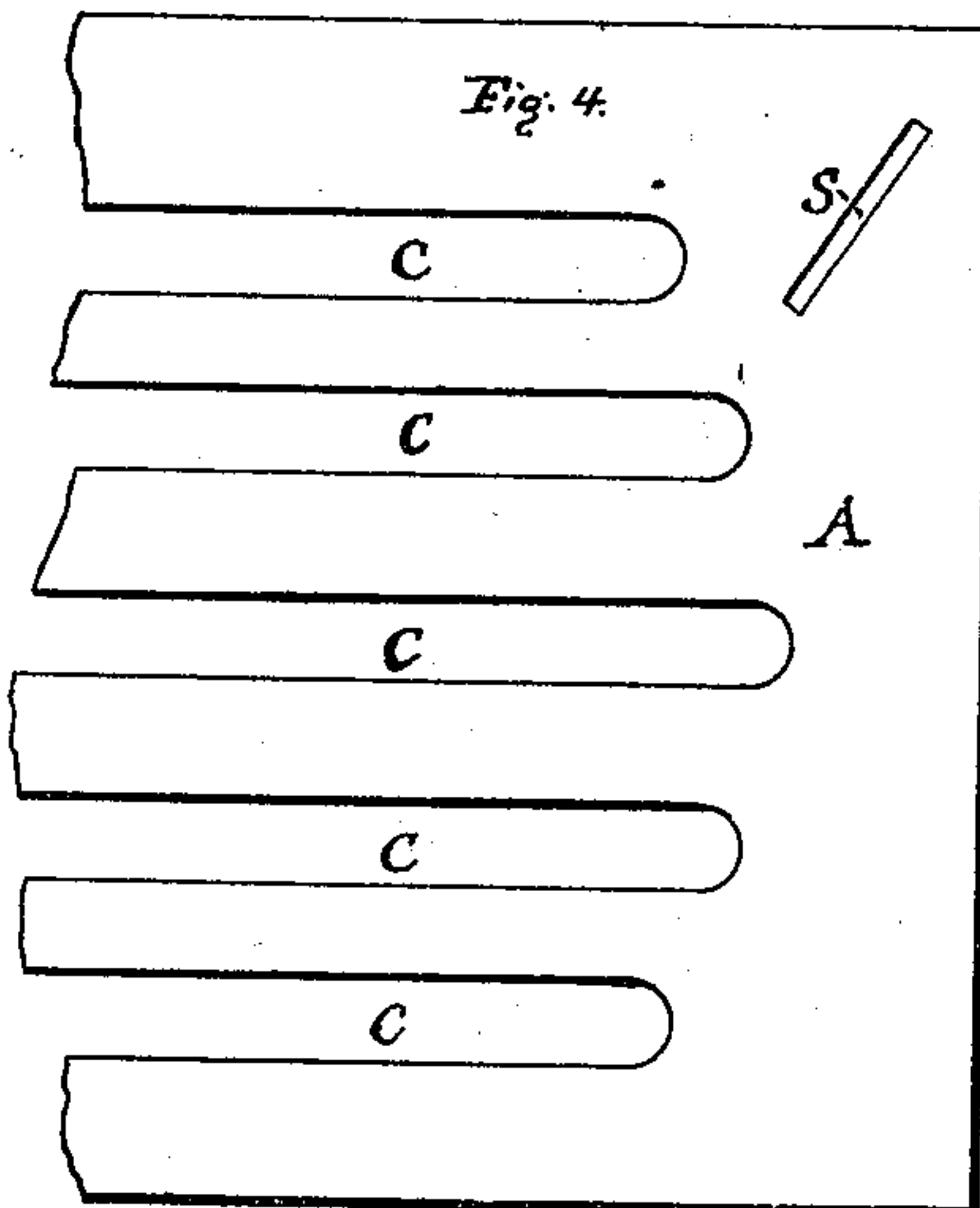
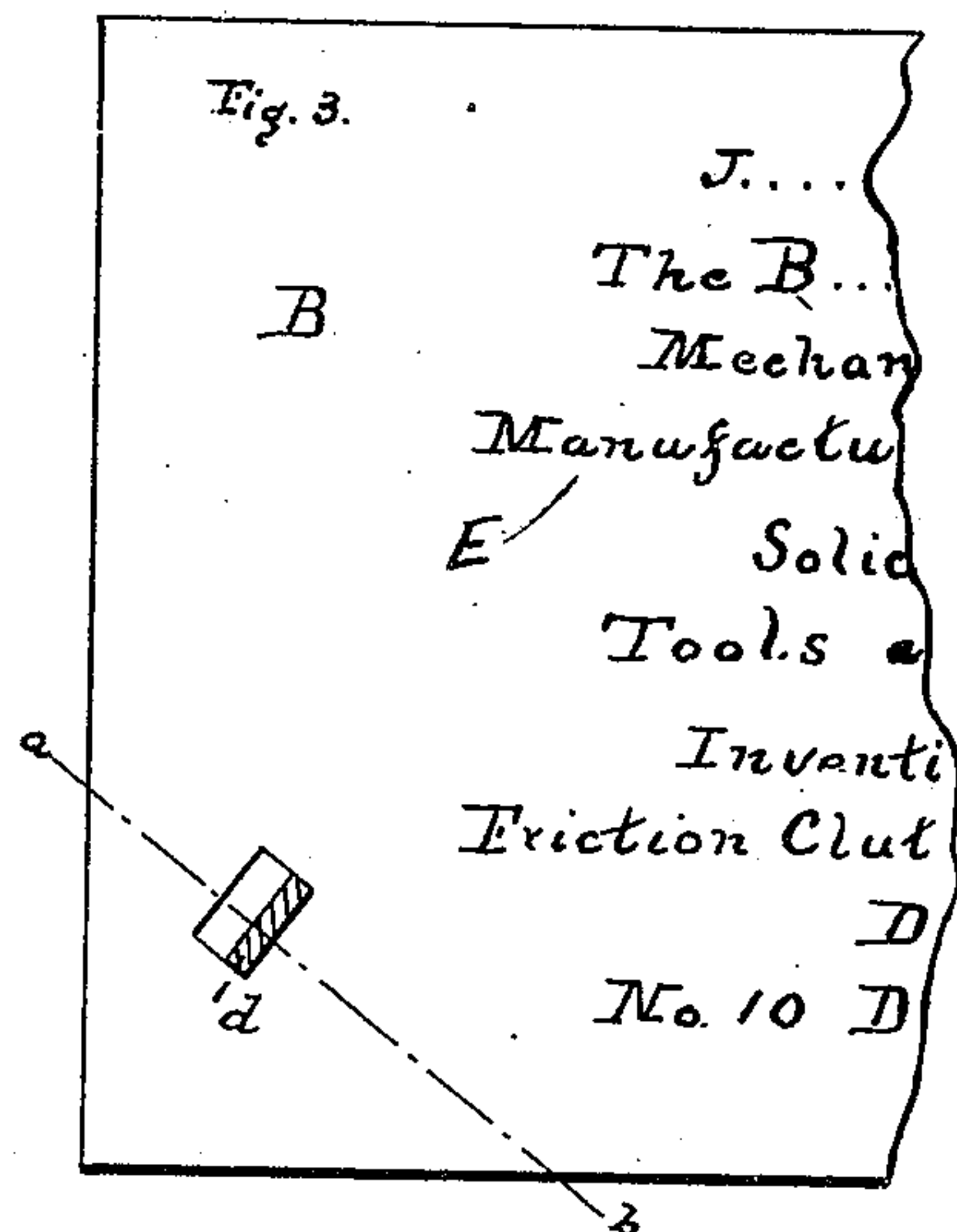
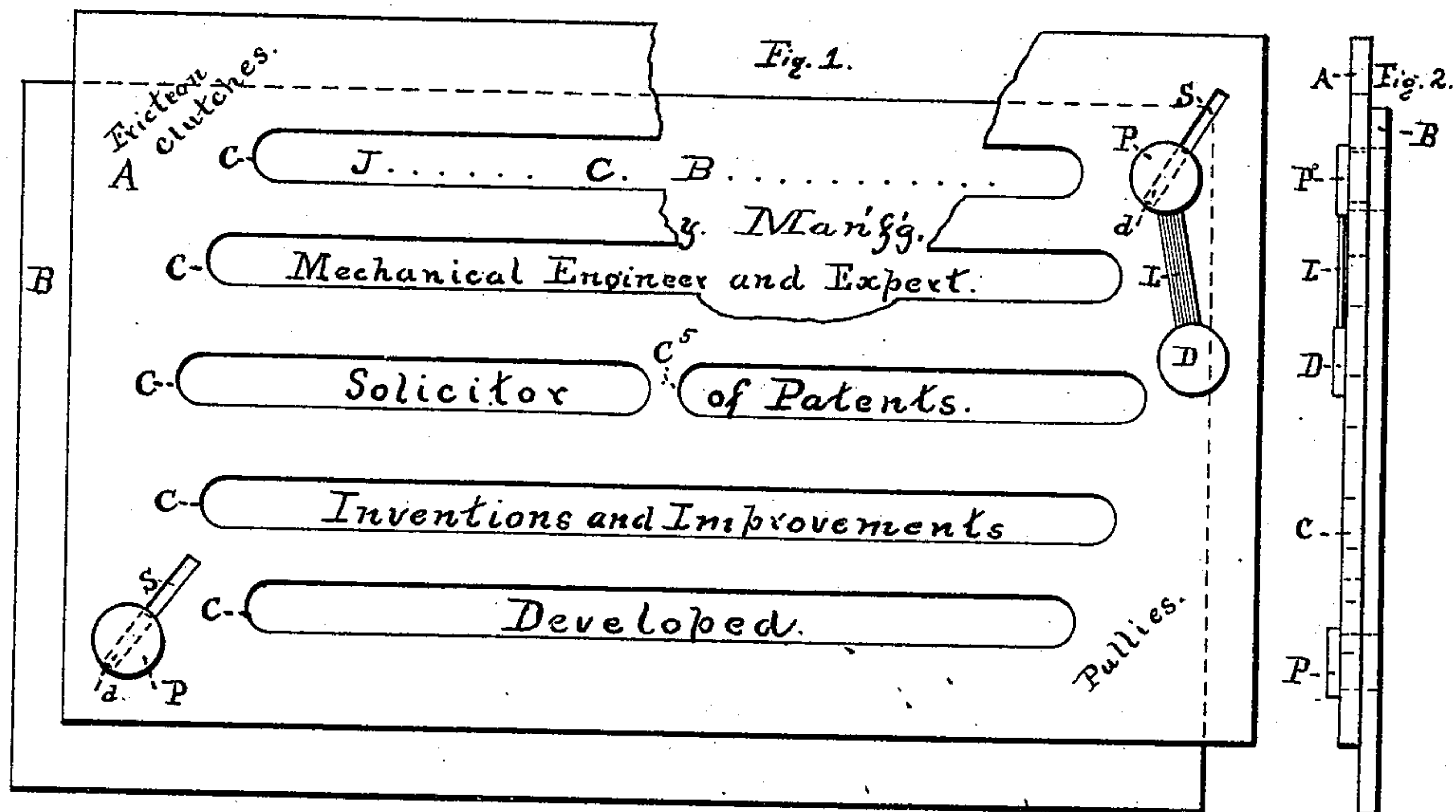


(Model.)

J. C. BLEVNEY.
ADVERTISING DEVICE.

No. 308,339.

Patented Nov. 25, 1884.



Witnesses.
Frank E. Sallie
Mary H. Blevney

Inventor.
John C. Blevney

UNITED STATES PATENT OFFICE.

JOHN C. BLEVNEY, OF NEWARK, NEW JERSEY.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 308,339, dated November 25, 1884.

Application filed February 9, 1884. (Model.)

To all whom it may concern:

Be it known that I, JOHN C. BLEVNEY, a citizen of the United States, and a resident of the city of Newark, in the county of Essex and the State of New Jersey, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

Novelties in advertising devices to which this invention relates, that draw the attention of persons by being movable, are considered more acceptable than common picture-cards.

The object of my invention is to provide a card which can be moved by the fingers of one hand and so show at different times different subject-matter of reading and advertising. These objects are attained as illustrated in the accompanying drawings, in which—

Figure 1 is a face view of the complete card or device. Fig. 2 is an end view of Fig. 1; Fig. 3, a part of the rear card; Fig. 4, a part of the front card; Fig. 5, an enlarged cross-sectional view on line *a b*, Fig. 3, with button *P* attached; and Fig. 6 is an enlarged view of a corner of the whole device.

Similar letters refer to similar parts throughout the several views.

The front card, *A*, is perforated with a series of slots or openings, *C C*, through which a certain portion of the rear card, *B*, is visible. It has also the slots *S S*, of a width equal to the thickness of card *B*, at an angle of about forty-five degrees to the edges of the card, and the button *D*, by means of which the piece of elastic or spring *L* is attached. The device may be covered with designs or advertisements. The rear card, *B*, has the guide projections *d d*, formed, as shown in Figs. 5 and 6, by being cut and bent with a proper tool, and of a height corresponding to the thickness of the front card, *A*, which has the advertisements or the designs in such a position that when card *A* is laid upon card *B*, the projections *d d* being in and at the lower end of the slots *S S*, a certain subject upon the face of card *B* is presented through the perforations *C C*, and if by a pressure upon the upper edge of card *A* and the lower one of card *B* the cards, and with them the projections *d d*, are moved in and to the upper end of the slots *S S*, the continuation of the subject-matter or

another subject is presented through the perforations *C C*.

I secure the cards together, and complete the device by means of the buttons *P P*, fastened to the projections *d d*, and have the elastic or spring *L*, which has one end fastened to one of the buttons *P* and the other end to button *D*, by means of which, in conjunction with the movement of the cards, they are returned to their former position after the pressure applied is removed.

The device may be made of paper, metal, or any other substance, and either card or both may be embossed.

I find the cards may be operated by the movement of the fingers alone, and without the help of the spring *L*, by placing the forefinger at the back of the rear card, *B*, and the thumb on the front of card *A*, and thus causing a frictional movement in the desired direction. The cards may be guided by other devices—such as having one card overlap the edges of and inclose the other, or by pins being fastened to either card, to move in corresponding slots in the other card; but I prefer to use the means shown in the drawings, and prefer to have the slots at an angle of about forty-five degrees to the edges of the card, as I find that by moving it in that way the perforations in card *A* and the lines *E* on card *B* will always be parallel to one another, independent of the point where the cards are operated and the pressure is applied.

In the drawings I have shown the cards as being rectangular in form; but they may be of any other convenient form.

Having described my invention, I claim as new and desire to secure by Letters Patent—

1. An advertising device consisting of the front card, *A*, having a series of openings, *C C*, and slots *S S*, and the rear card, *B*, with guide projections *d d* fitting in the slots of the front card, and secured thereto by buttons *P P*, the cards being adapted to move diagonally one upon the other, and having advertisements thereon, for the purpose substantially as described.

2. An advertising device consisting of a rear card, with subject-matter thereon, having the projections *d d*, and the front card having perforations to expose parts of the sub-

ject-matter on the rear card, and the slots S S, to receive the guide projections *d d*, which are secured therein by buttons P P, the cards being operated diagonally one upon the other in
5 conjunction with the spring L, for the purpose substantially as set forth.

3. An advertising device consisting of two cards secured together by guides in diagonal slots and movable one upon the other diagonally, for the purpose substantially as set forth.
10

In testimony that I claim the foregoing as my invention I have signed my name, in presence of two witnesses, this 6th day of February, 1884.

JOHN C. BLEVNEY.

Witnesses:

FRANK E. IDELL,
J. T. BRADLEY.