

(No Model.)

W. L. FORCE.
ADVERTISING ARTICLE.

No. 441,149.

Patented Nov. 25, 1890.



Fig 1 D



Fig 3 b

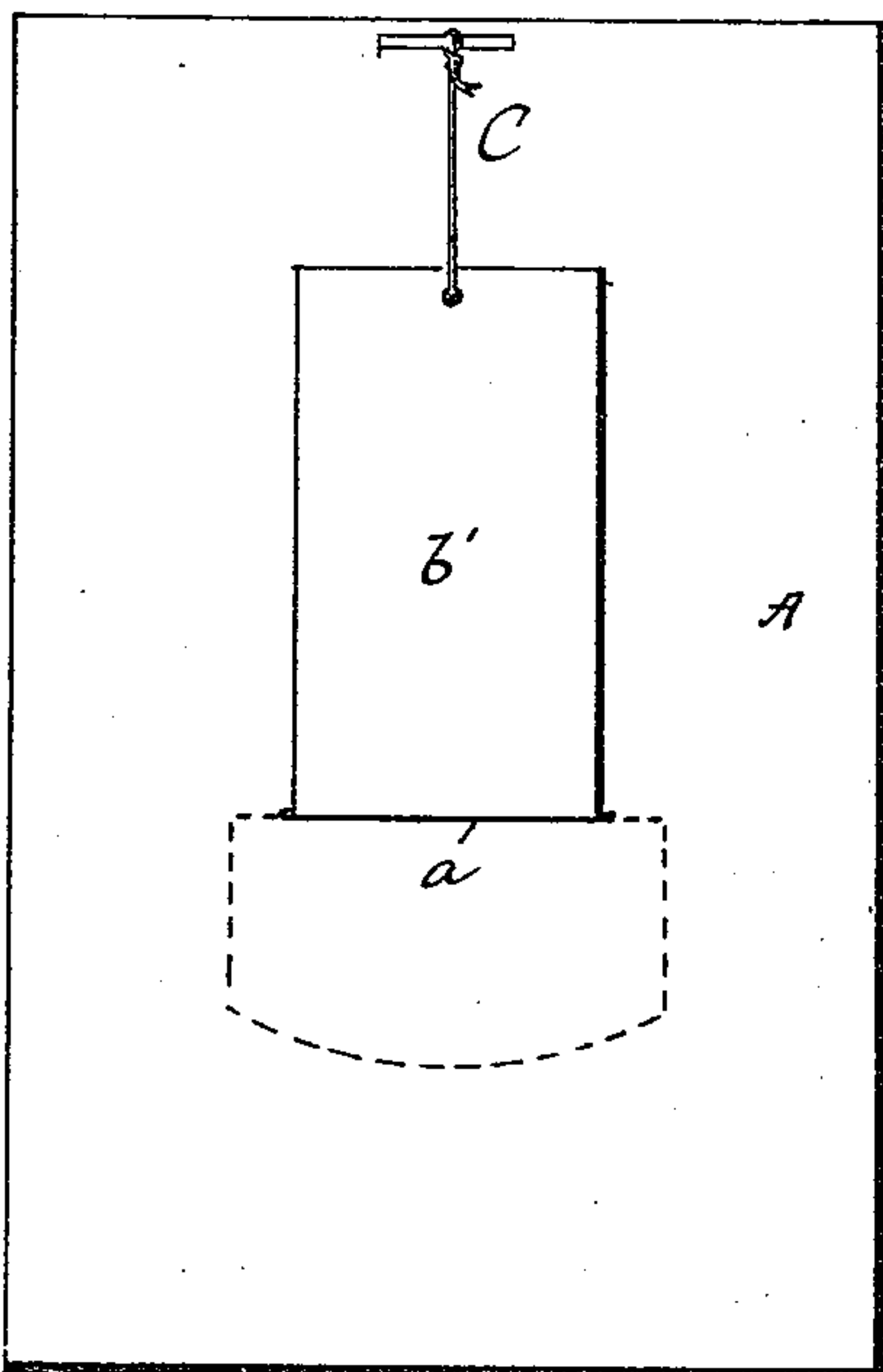


Fig. 2.

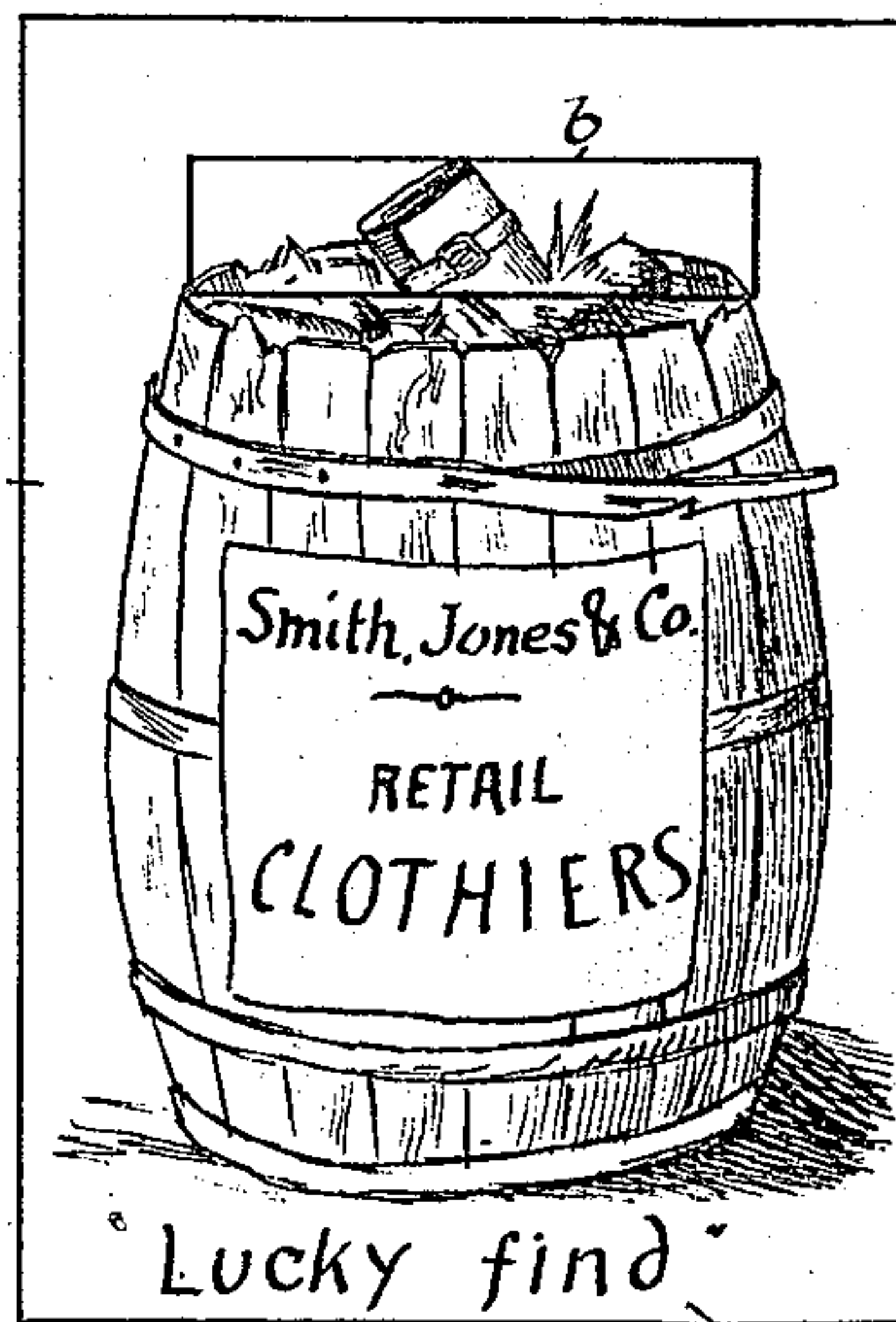


Fig. 4. D

WITNESSES:
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ADVERTISING ARTICLE.

SPECIFICATION forming part of Letters Patent No. 441,149, dated November 25, 1890.

Application filed June 14, 1890. Serial No. 355,485. (No model.)

To all whom it may concern:

Be it known that I, WILLIAM L. FORCE, a citizen of the United States, residing in Brooklyn, in the county of Kings and State of New York, have invented certain new and useful Improvements in Advertising Articles, of which the following is a specification.

My invention relates to advertising articles, and has special reference to cards for attracting attention to an advertisement printed thereon.

The object of my invention is to produce a novel advertising-card having some pictorial representation thereon for attracting attention, and a sliding section of card carried thereby having a portion normally exposed to view, and a concealed portion adapted to bear an advertisement or a continuation of the picture on the main card.

My invention consists in the construction and combination of parts, as hereinafter described and claimed.

In the accompanying drawings, Figure 1 is a joint view of my card in normal appearance. Fig. 2 is a rear view of the same. Fig. 3 is a front view of the article shown in Fig. 1, but with sliding section drawn down to expose an advertisement; and Figs. 4 and 5 are views similar to Figs. 1 and 3, but illustrating a different location for the advertisement, the lower part of Fig. 5 being broken away.

A represents the main card having a simple slit *a*, formed, preferably, by cutting without removing any of the material of the card.

B represents a sliding section of card fitted to said slit and having a normally-exposed portion *b* of greater width than the strip *b'* and slit *a*, whereby shoulders *b*² are formed which prevent the passage of portion *b* to a position behind the main card.

A spring C, as of rubber cord, connects the

end of the strip *b'* with the back of the main card near one end, and serves to normally retain the parts in the position shown in Figs. 1, 2, and 4, with the widened portion *b* of section B exposed.

As will be seen, the construction shown in Figs. 4 and 5 is identical with that in Figs. 1, 2, and 3; but whereas in Figs. 1, 2, and 3 the space on strip *b'* is adapted to receive an advertisement which will be exposed upon withdrawing it, in Figs. 4 and 5 a blank space on the main card is adapted to receive an advertisement, while the strip *b'* bears a pictorial illustration.

At D is represented wordingsuitable for the particular pictorial representation on the card.

Upon drawing down the portion *b* in Fig. 1 an advertisement on the strip *b'* is to be exposed, and in drawing up the portion *b* in Fig. 4 an illustration in addition to that on the main card will be exposed.

Having thus described my invention, I claim—

1. An advertising article consisting of a slitted main card, in combination with a shouldered card-section, its narrower end being fitted to and adapted to slide in said slit, substantially as described.

2. An advertising article consisting of a main card having a slit, and a shouldered card-section having its narrower end fitted to said slit, in combination with a spring for normally holding the shoulders against the ends of the slit, substantially as described.

In witness whereof, I have hereunto signed my name in the presence of two subscribing witnesses.

WILLIAM L. FORCE.

Witnesses:

FRANK S. OBER,

THOMAS K. TRENCHARD.