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Patented June 26, 1900.

G. HENCKEL.
ADVERTISING POUCH OR POCKET.

(Application filed Apr. 23, 1900.)

(No Model.)

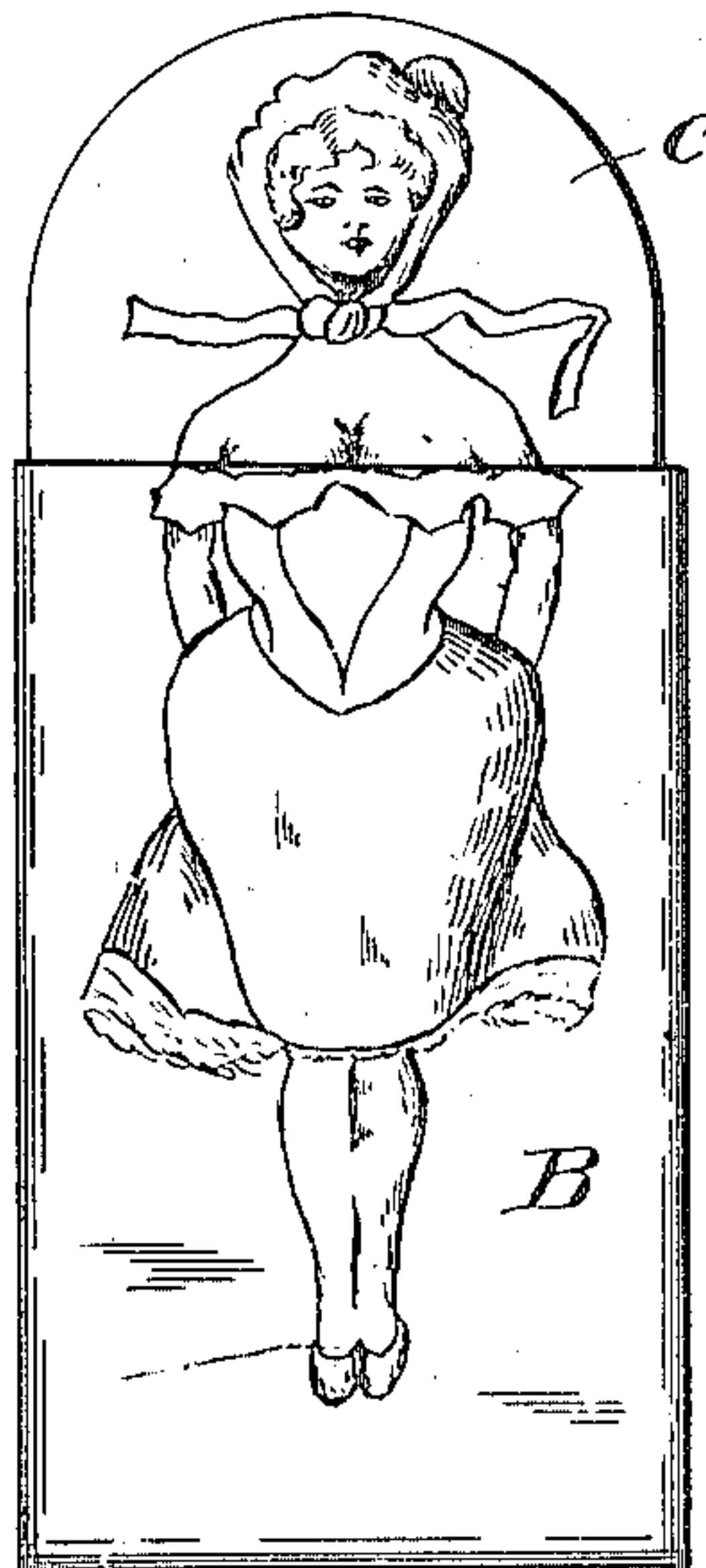
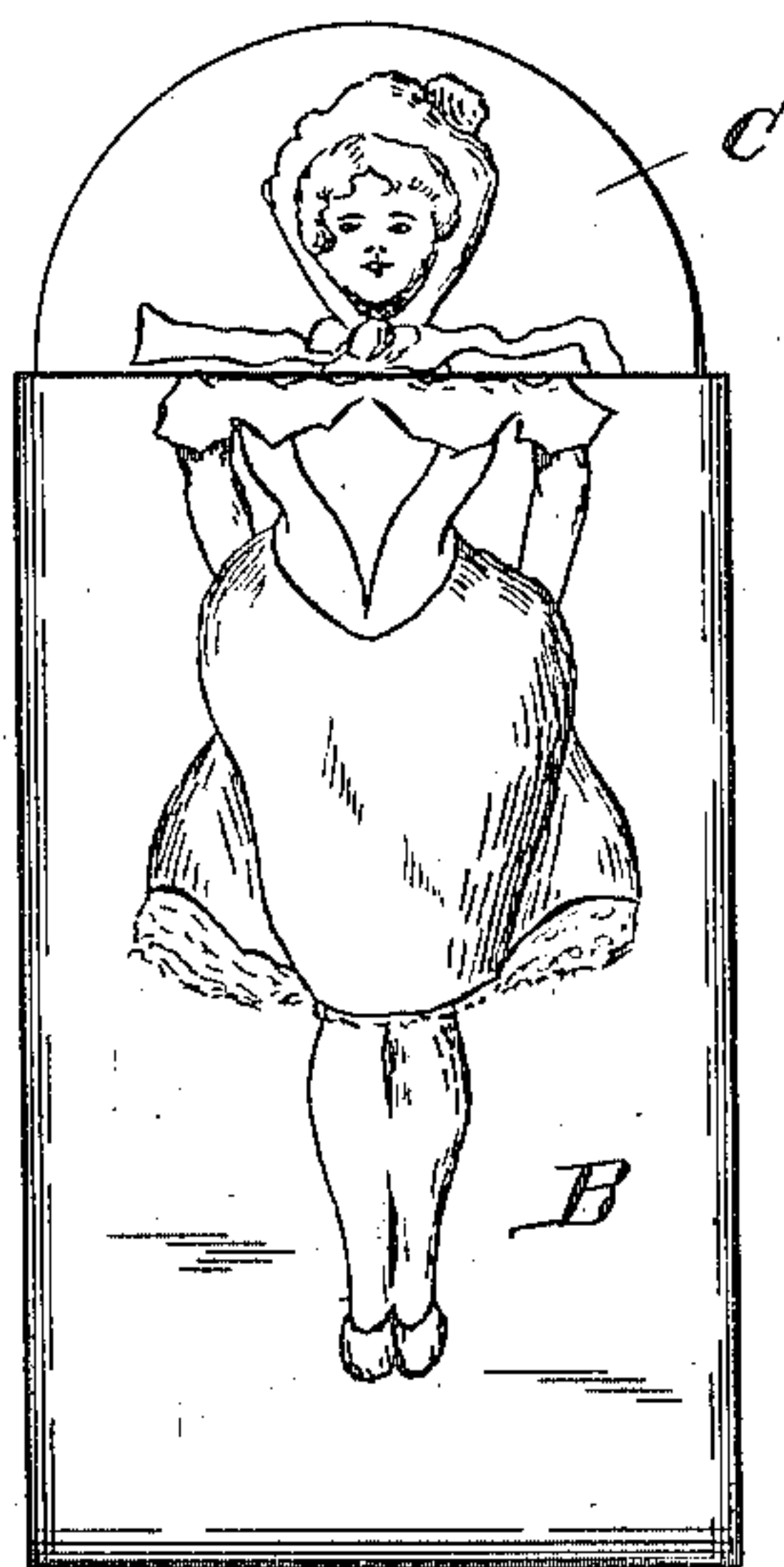
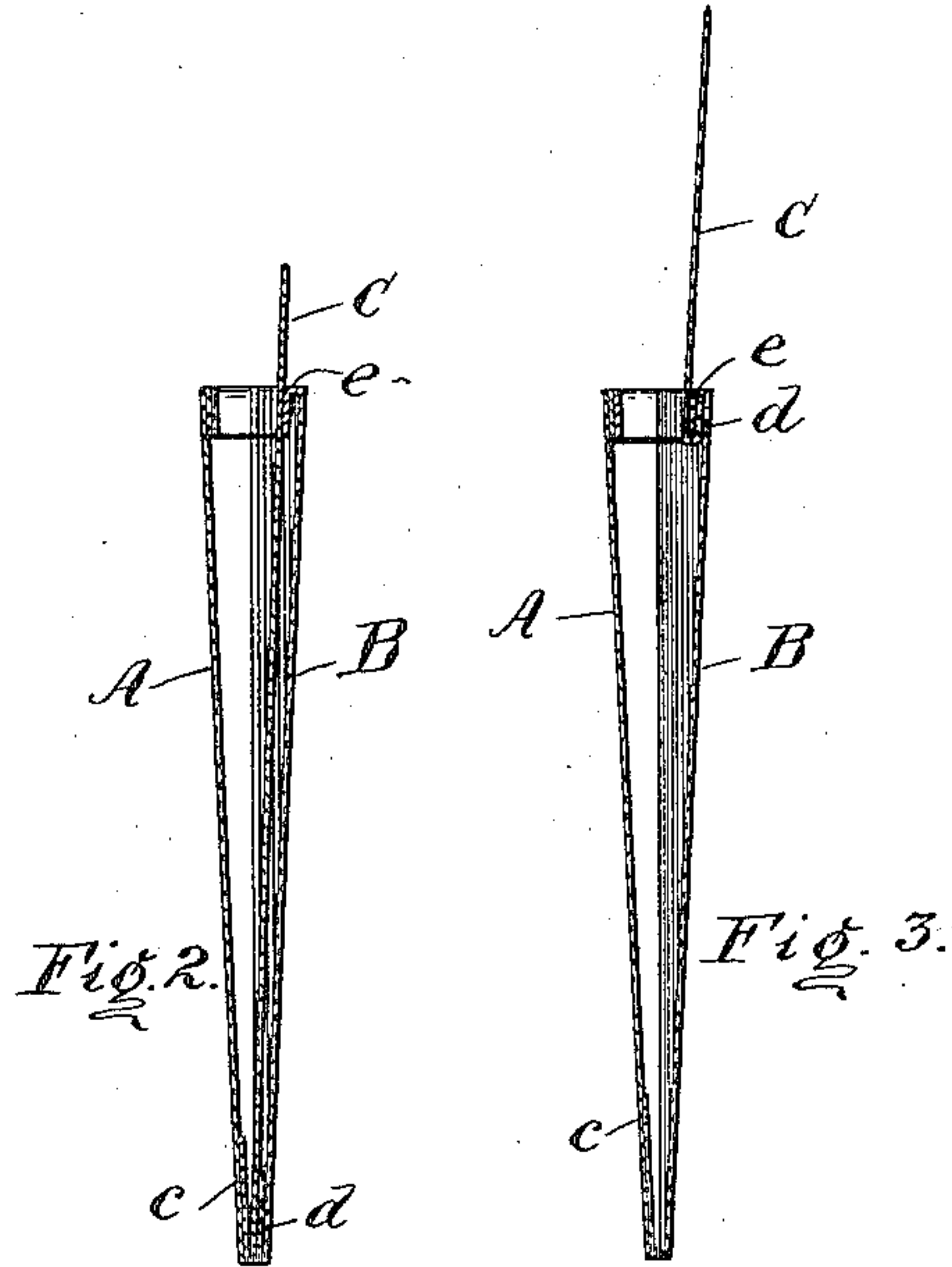
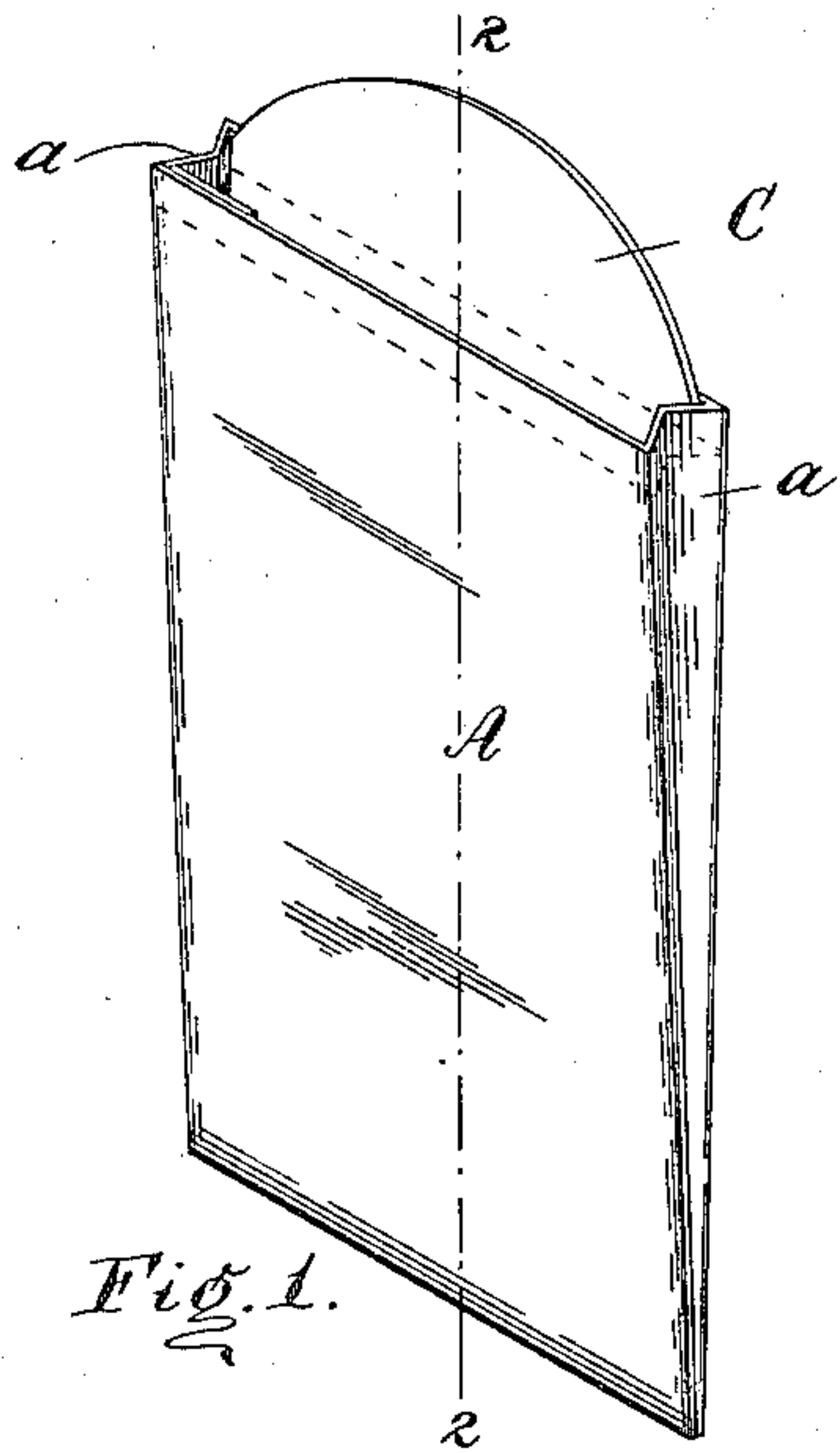


Fig. 4.

Fig. 5.

Witnesses.

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UNITED STATES PATENT OFFICE.

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ADVERTISING POUCH OR POCKET.

SPECIFICATION forming part of Letters Patent No. 652,460, dated June 26, 1900.

Application filed April 23, 1900. Serial No. 13,985. (No model.)

To all whom it may concern:

Be it known that I, GEORGE HENCKEL, a citizen of the United States, residing at Cincinnati, in the county of Hamilton, in the State of Ohio, have invented a certain new and useful Improvement in Advertising Pouches or Pockets, of which the following is a full, clear, and exact description.

My invention relates to an improvement in pouches or pockets more especially adapted for the reception of cigars and the like and is principally designed for use as an advertising medium, for which purpose it must be inexpensive in construction. I therefore prefer to construct the pouch or pocket of paper, though of course it may be made of any desirable material.

The object of the invention is to produce an advertising device in which a portion or all of the advertising matter or information may be partially or entirely concealed from view, but which will by reason of its peculiar character attract the attention of the investigator and direct his attention to the matter or information desired to be conveyed to him, and the construction and peculiarities of the pouch or pocket will be more fully hereinafter set forth.

In the drawings which form a part of my specification, Figure 1 is a perspective view of my improved pouch or pocket. Fig. 2 is a vertical sectional view of same, taken on the line 2 2 of Fig. 1. Fig. 3 is a similar view with the slide pulled out. Fig. 4 is a front view of my improved pouch, which for the purpose of illustration is provided with a portion of a figure, while the slide is provided with another figure, a portion of which registers with the portion on the pouch. Fig. 5 is a similar view with the slide slightly pulled out.

Like letters of reference indicate identical parts in the various figures.

The pouch or pocket is preferably made of a sheet of paper folded upon itself, producing bellows folds *a a* at its sides, the ends glued or held in place in any desirable manner, thus producing sides A and B. The lower ends may be brought together, as shown, by cutting or slitting them at the sides to permit the lower ends to overlap the adjacent side, or, as illustrated in Figs. 2 and 3, the

one portion of the sheet forming one of the faces is cut or made shorter than the other and the extending portion *c* of the other, Figs. 2 and 3, secured to the opposite face A by glue or other suitable adhesive substance and preferably on the inside of the pouch or pocket, thus leaving a smooth and unbroken surface.

I provide the pouch with a slide C, which slides down in between and is held in place by the bellows folds *a*, as can clearly be seen in Fig. 1. In order that this slide C may be readily grasped when it is desired to withdraw it, I prefer to make it extend slightly beyond the top of the pouch, as shown in Figs. 1, 2, and 4, though of course there are other ways in which the same result may be attained. To prevent the slide C being entirely withdrawn from the pouch or pocket, and thus apt to become lost and destroy the essential characteristic of my invention, I provide the slide C with a substantially-perpendicular flange *d* on the side of the slide C which is adjacent the face of the pouch or pocket.

The top of the pouch or pocket may be folded down into the pocket, thus reinforcing the top, and the folded-in portion *e* on the face adjacent the flange side of the slide permitted to extend slightly away from the wall or side of the pocket, so that when the slide is pulled out the flange *d* on the slide C will engage with the turned-in portion *e*, and thus prevent the entire withdrawal of the slide.

Instead of having the entire top of the pouch overlap, as shown and described, the top portion adjacent the slide may simply be provided with a strip so arranged as to engage with the flange on the slide and prevent the withdrawal.

The purpose of my invention is to use the pouch or pocket as an advertising medium. The face of the pocket may have any suitable inscription or picture complete in itself, and the slide C also be provided with any desirable picture or inscription, or the respective pictures or inscriptions on the pouch and slide may be fragmentary and incomplete in themselves, or the design on the pouch be incomplete and the slide provided with a design, a portion of which will be exposed when the slide is in its normal position, and this ex-

posed portion register with the fragmentary design on the pocket—as, for instance, I have shown in Figs. 4 and 5—and the nature of the inscription or picture be such as to arouse the curiosity of the observer, and thus induce him to withdraw the slide, thereby bringing to his attention the advertising matter desired. For the purpose of exemplification I have shown in Figs. 4 and 5 the representation of a girl, which representation when the slide C is inserted, as shown in Fig. 4, shows the girl in full attire, but upon withdrawing the slide C, as shown in Fig. 5, the figure is shown décolleté.

It will of course be understood that any desirable inscription or design may be provided on the pouch, and the matter may be arranged in a different manner from that shown; and I do not limit myself to the exact representation or manner of arranging same, as illustrated in the drawings; but

What I do claim, and desire to secure by Letters Patent, is—

1. An advertising device consisting of a collapsible pouch or pocket, and a removable slide arranged to pass between and held in place by the folds and wall of the pocket, said removable slide adapted to contain advertising matter, so arranged as to have a fragmentary part of the advertising matter visible when the slide is in its normal position, substantially as shown and for the purpose described.

2. An advertising device consisting of a rectangular paper pouch or pocket arranged to collapse and having a fragmentary design on its face, a removable slide arranged to pass between and be held in place by the folds and one of the walls of the pocket said slide adapted to contain any suitable design, the slide when in its normal position arranged to partially protrude from said pocket, and the imprint on the pocket and said slide when in its normal position, producing a design of a certain configuration which is altered upon the withdrawal of said slide, substantially as shown and for the purpose described.

3. In an advertising device, a rectangular pouch or pocket arranged to collapse and having a fragmentary design on its face, said pocket reinforced at its inner upper edge by

an overlapping portion of the walls, in combination with a removable slide adapted to contain any suitable design, and provided with a substantially-perpendicular flange on its lower end, said slide held in place by and arranged to slide between the folds of the pocket and its side wall; the flange on said slide being intermediate the slide and wall and engaging with the overlapping strip at the pocket top when the slide is withdrawn; the slide with a portion of its design normally extending slightly beyond the pocket top, the portion of the imprint thus exposed and the fragmentary design on said pocket conjointly producing a complete design of one configuration, and the withdrawal of the slide producing another, substantially as and in the manner described.

4. In an advertising device, a rectangular pouch or pocket, having a fragmentary design on its face, said pocket provided on its inside upper edge with a flange or rim, in combination with a removable slide adapted to contain any suitable design, of means intermediate the lower end of said slide and the pocket-wall to engage with said top rim to prevent the entire withdrawal of said slide, the slide and a portion of its design normally extending beyond the pocket top, the exposed portion of said slide design and the fragmentary design of the pocket conjointly producing a complete design of one configuration, the withdrawal of the slide another, substantially as and in the manner described.

5. An advertising-pouch comprising a removable slide, with means intermediate the top of the pouch and the lower end of said slide to prevent its entire withdrawal, the pouch and slide provided with any suitable design, and the slide normally extending beyond the pouch top; the fragmentary designs thus exposed to view conjointly producing a complete design of one configuration, which is altered upon the withdrawal of the slide, substantially as shown and in the manner specified.

GEORGE HENCKEL.

Witnesses:

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