

No. 689,514.

Patented Dec. 24, 1901.

F. L. PERRY.
ADVERTISING DEVICE.
(Application filed May 8, 1901.)

(No Model.)

Fig. 1.

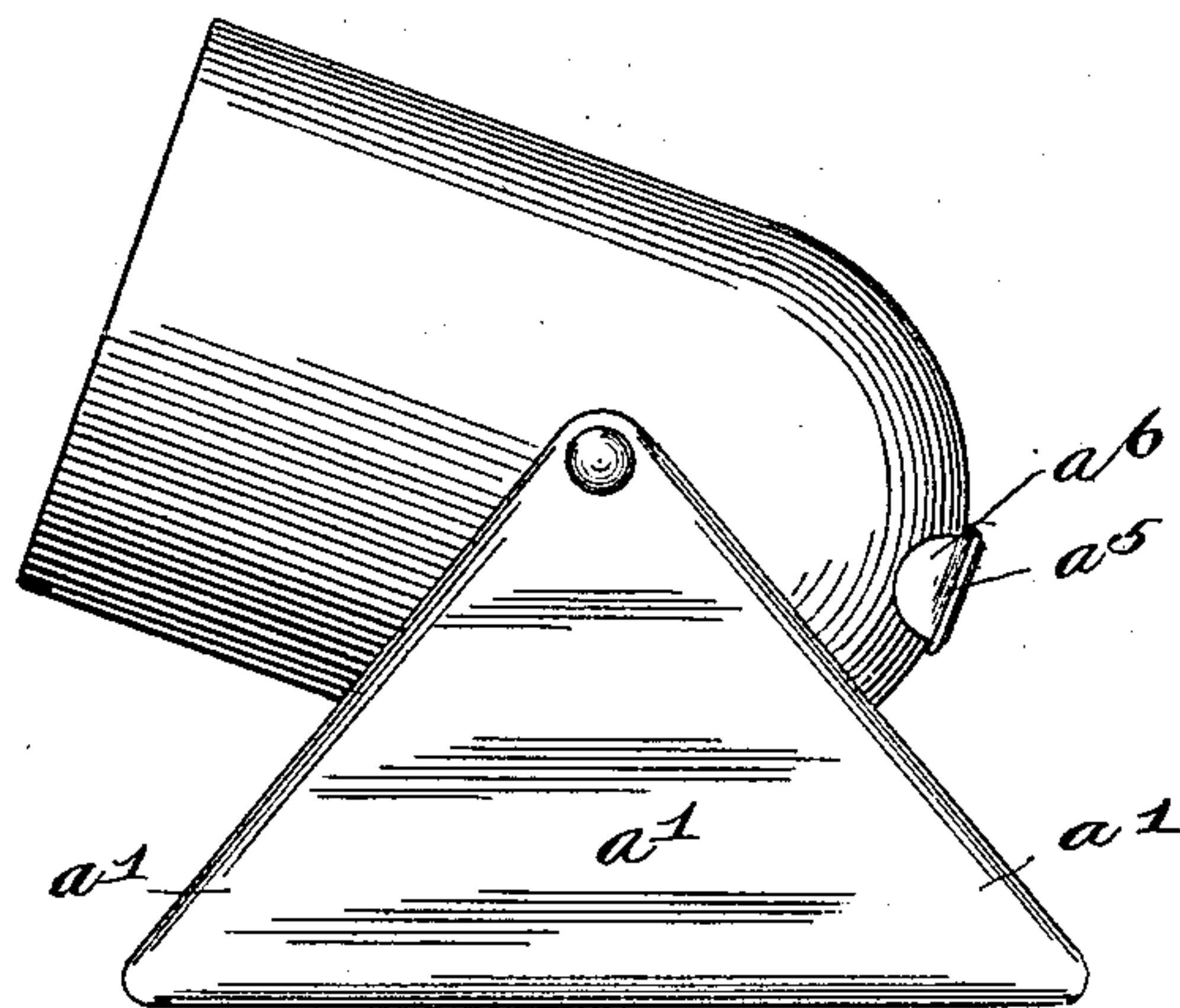
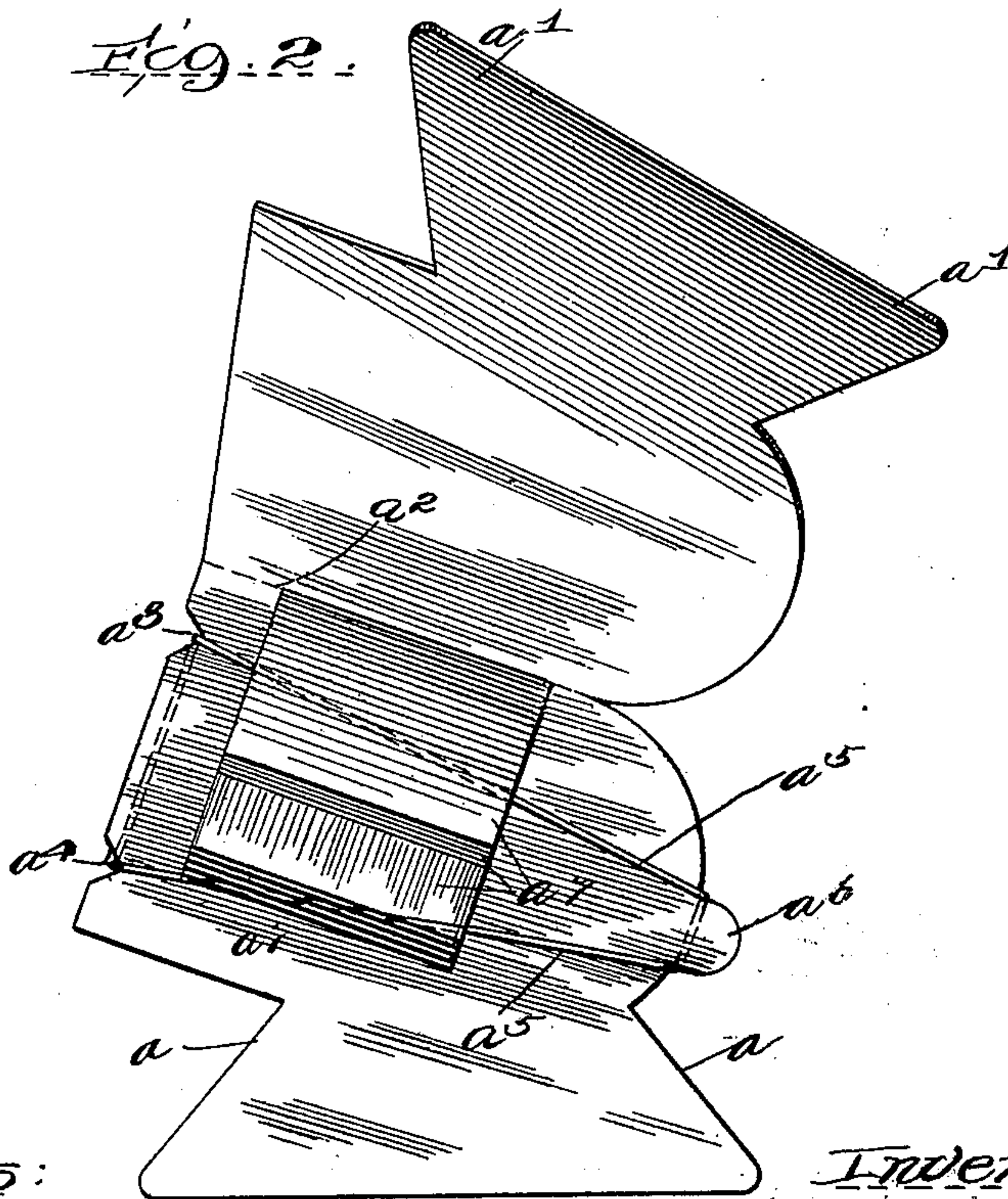


Fig. 2.



Witnesses:

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UNITED STATES PATENT OFFICE.

FRANK L. PERRY, OF CHICAGO, ILLINOIS.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 689,514, dated December 24, 1901.

Application filed May 3, 1901. Serial No. 58,564. (No model.)

To all whom it may concern:

Be it known that I, FRANK L. PERRY, a citizen of the United States, residing at Chicago, county of Cook, and State of Illinois, 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 persons skilled in the art to which it appertains to make and use the same.

My invention relates to improvements in advertising devices.

The object of my invention is to provide a device which may be conveniently sent through the mail in an ordinary envelop and which when opened by the recipient will automatically and to some extent violently project or scatter a series of slips, leaves, or cards, having printed thereon the advertising information which the sender desires to be made known, out into the room and around the recipient unexpectedly and to his surprise, and thus engage his interest and attention.

In the drawings, Figure 1 represents an elevation of my device made of ordinary cardboard on the general outline of a conventional cannon or mortar. Fig. 2 shows the device open and the advertising slips or leaves contained between the two folded portions.

In both views the same letters of reference indicate similar parts.

a represents one portion of my device, made preferably of ordinary cardboard. A duplicate of this portion is represented by a' . The two portions may be made of one piece or of two pieces hinged and folded on the line a^2 .

a^3 and a^4 are notches cut into one of the body portions to provide a projection at the end, which would represent the muzzle of an ordinary cannon.

a^5 is an elastic cord or rubber band adapted to be placed in the said notches around the projection thus provided and to be brought over and fastened around the end of the projection a^6 , which is made at or near the opposite end or at the breech of the said cannon.

a^7 represents a series of slips or leaves, upon which any advertising information may be printed and which are intended to be

folded around one side of the rubber band a^5 . (Shown in Fig. 2.)

The use and operation of my device are as follows: The device is opened, as shown in Fig. 2, and the rubber band a^5 is inserted in the notches a^3 and a^4 , as shown, and then brought around and placed over the projection a^6 . Then the printed slips or leaves containing the information it is desirable to promulgate by the use of this device are folded around one side of the rubber band a^5 . Then the body part a' is folded over at a^2 until its edges correspond with those of the body part a . After this has been done the projection a^6 is bent over the body part a' and the rubber band is brought over near the end that is then practically parallel with the two body portions, as shown in Fig. 1. By this means the resilience of the rubber band and the projection a^6 combined tend to hold the two parts together. When the device has been thus prepared, it is placed in an envelop and sent through the mail. When the device is opened by unfolding the two body parts, the projection a^6 is slightly displaced by the part a' , when the rubber band will be thereby released and free to slip over the end of said projection and it will by virtue of its resilience violently project the paper slips or leaves confined between its folds out and around the room to the consternation and surprise of the person who opens it, whose curiosity being thus established will cause him to collect the slips and read them and probably by means of the same device he may surprise other persons in the same way, and thus attention will have been called to the advertisement inclosed in the device and the object of the sender will have been accomplished.

It is of course evident that the body part may be made in two pieces hinged together and that other means may be employed for attaching the rubber band and that it may be attached to one or both members of the device, and other resilient means may be employed for projecting the slips therefrom while the device is being opened, and it is also evident that instead of the device being made to represent a cannon many other forms of struc-

ture and design may be used. For instance, it may be made to represent a book and many other objects than those shown or mentioned, and the advertising matter instead of being divided into a number of leaves may be made into a continuous slip and folded upon itself and around one of the sides of the rubber band. The slips of paper should be folded upon themselves and around one of the sides of the rubber bands, and then the slips are clamped together and over the band by closing the device. It then becomes almost impossible to dislodge the said slips of paper by rough handling of the device to which it is subjected in the mails. Unless the slips are so folded around one side of the band they are liable to become dislodged and fall out of the device into the envelop in which the device is inclosed.

The projection a^6 , which forms the trigger of the device by which the band is held under stress, may be folded backward upon itself and contained between the two sides of the device, and the band may be placed between the folds thereof, and the trigger will be held so folded by the sides of the device being pressed together while confined within the envelop in which it is mailed. It is also obvious that my invention may be applied to a receptacle fashioned in the shape of the outlines of a bottle with the bottom end open, having one of the rubber bands so held that it will be liberated by drawing the cork, or it may be embraced in a device resembling a pistol or revolver so arranged that the elastic projecting device will be set free when the trigger is pressed, or it may be fixed to one leaf of a book or pamphlet containing printed or other matter.

I do not desire to be limited to a device folded upon itself.

My invention consists, essentially, in a receptacle containing an elastic projecting device under stress adapted to be liberated and to project one or more slips, leaves, or the like from the receptacle, one or more of said slips being folded around one or both sides of the rubber band.

Having described my invention, what I claim as new and useful, and desire to secure by Letters Patent of the United States, is—

1. An advertising device comprising a receptacle, one or more slips, leaves or the like in said receptacle, folded over an ejecting device, and a means for violently projecting said slips, or leaves, from said receptacle when said means is released.

2. An advertising device comprising a body of cardboard folded upon itself, one or more slips, leaves or the like, within said fold, and a means, partially surrounded by said slips, for violently projecting said slips or leaves therefrom when said fold is opened.

3. An advertising device comprising a body of cardboard folded upon itself, one or more slips leaves or the like, partly surrounding an elastic cord or band, an elastic cord or band under stress, adapted to violently project said slips or leaves therefrom when said fold is opened.

4. An advertising device comprising a body of cardboard in two pieces, hinged and adapted to be folded together, one or more slips, leaves or the like within said fold, and a means partly surrounded by said slips for violently projecting said slips or leaves, therefrom when said fold is opened.

5. An advertising device comprising a body of cardboard folded upon itself, a projection from one of the edges of said body part, a rubber band engaging with the projection, a fastening at the opposite edge of said body part for holding said band when in a state of stress, one or more slips, leaves or the like, folded over one side of said band, and thereby adapted to be violently projected by said band, and a means for disengaging said band automatically when said fold is opened.

In testimony whereof I have signed this specification, in the presence of two subscribing witnesses, this 11th day of April, A. D. 1901.

FRANK L. PERRY.

Witnesses:

RICHARD T. GREENE,
M. L. GODKIN.