

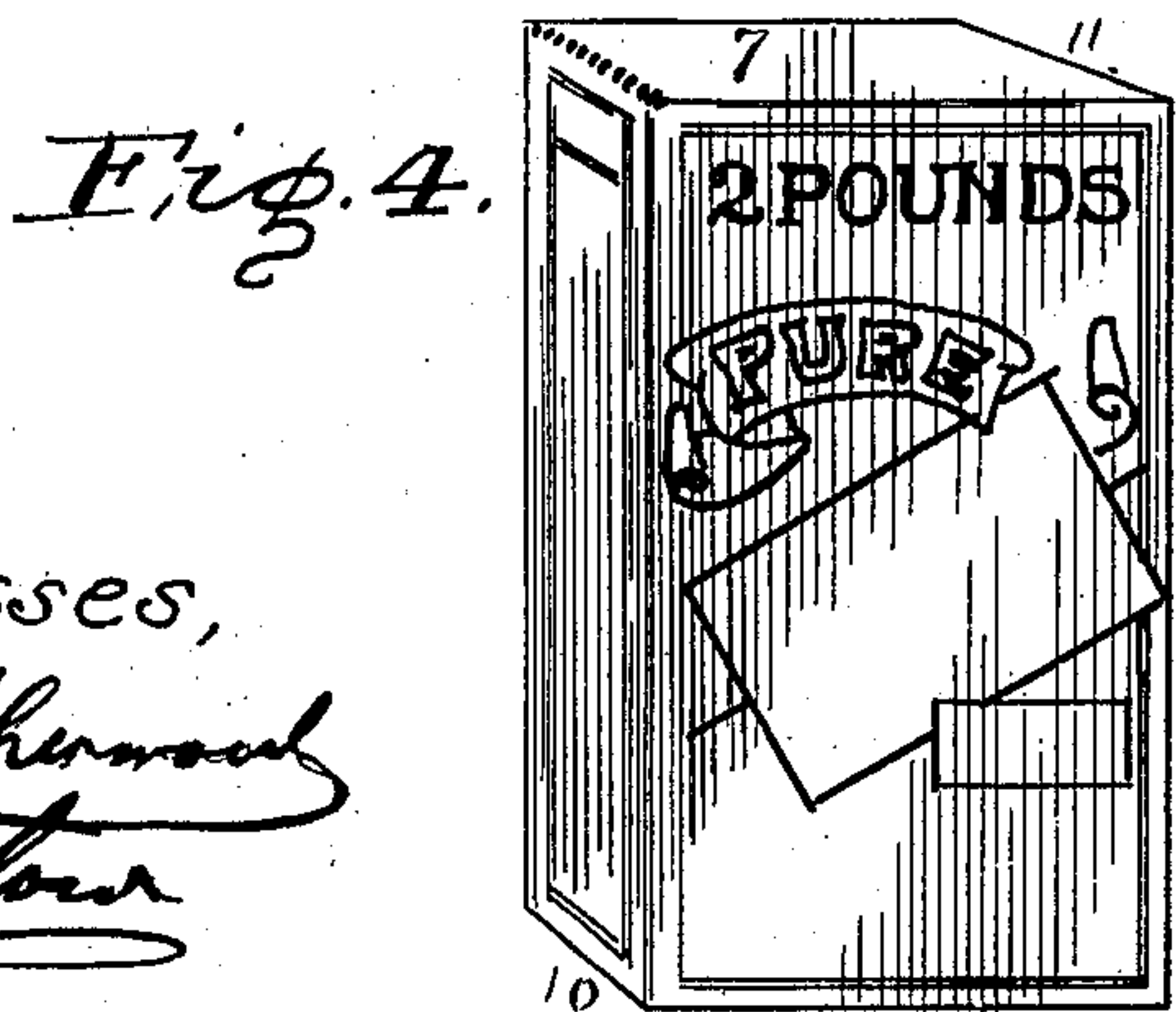
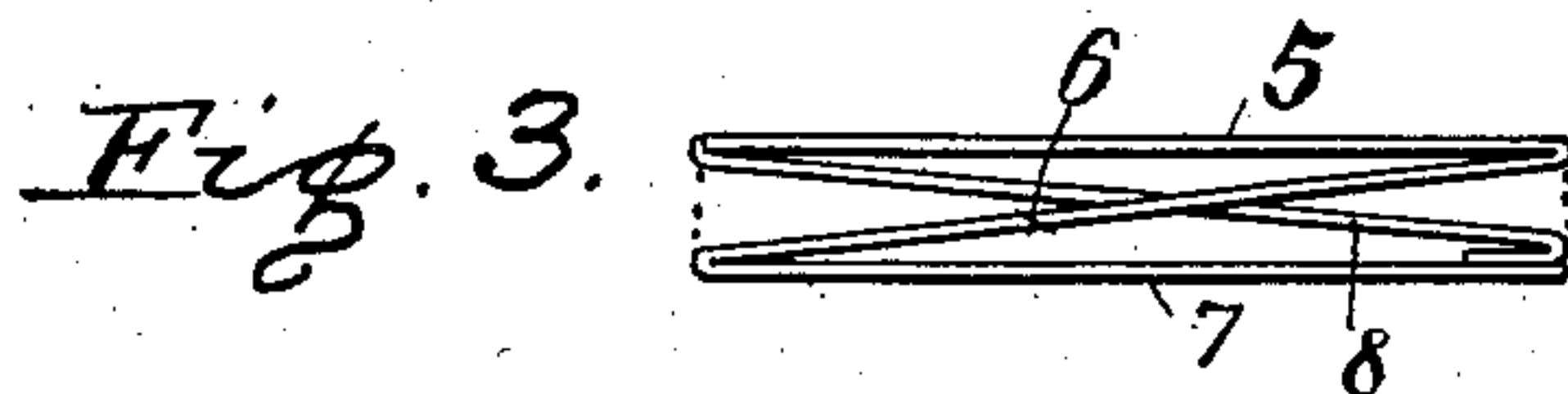
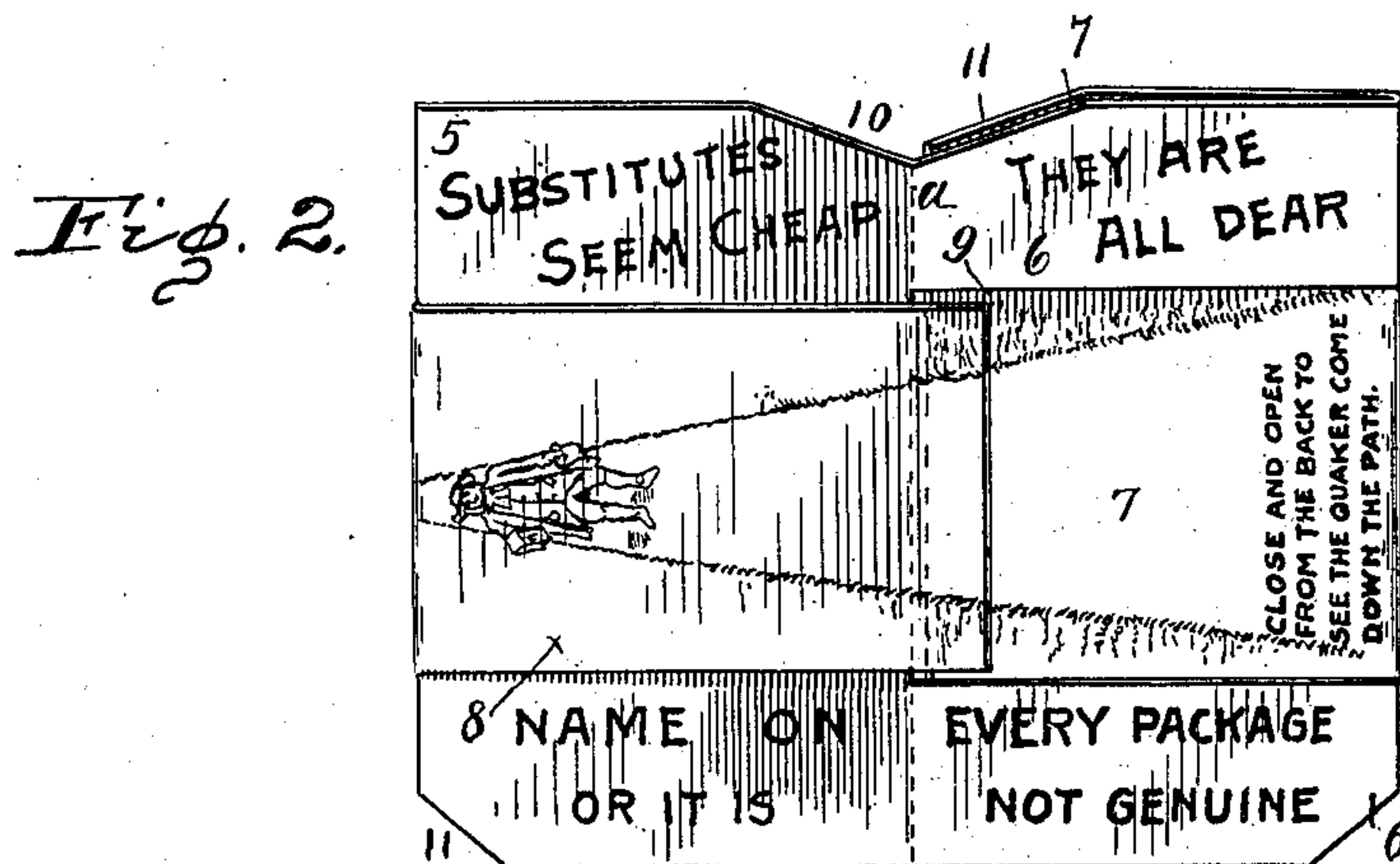
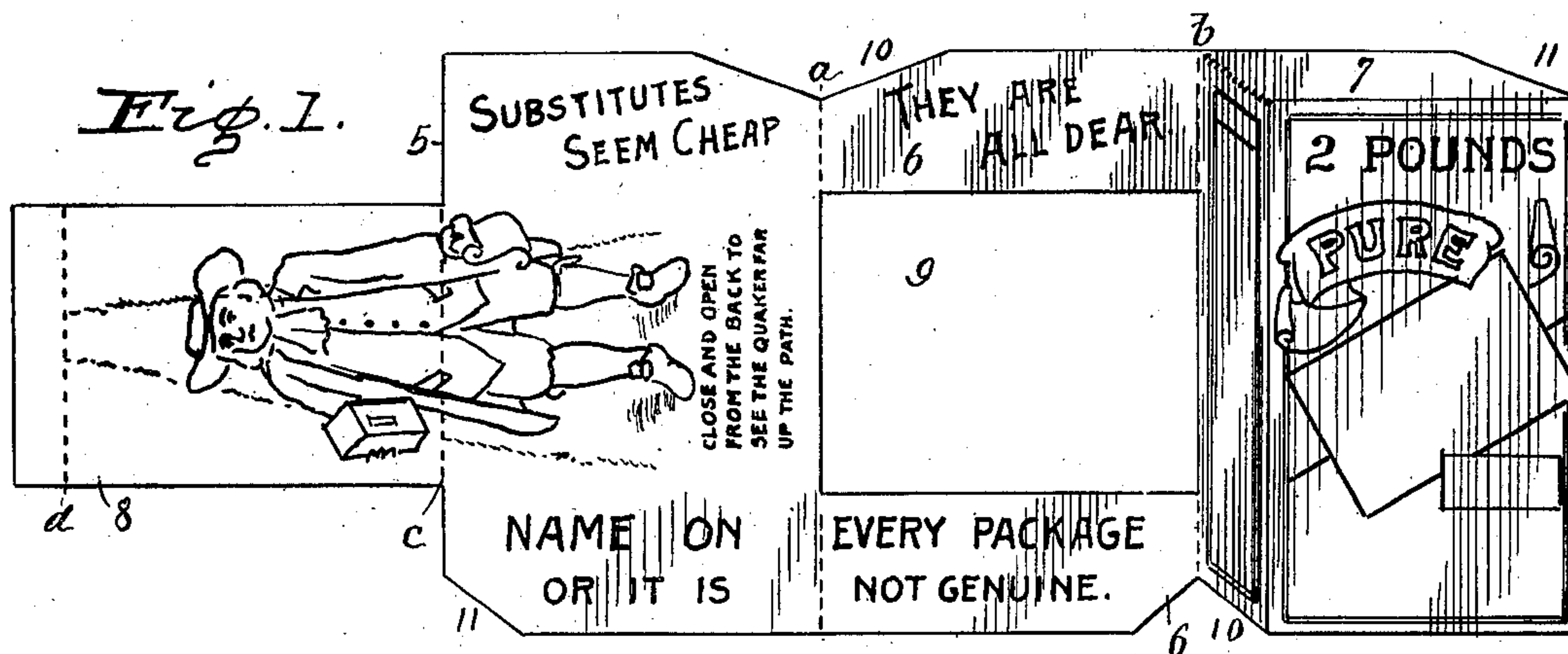
No. 732,810.

PATENTED JULY 7, 1903.

E. ZÖLLER.
DISPLAY CARD.

APPLICATION FILED JULY 26, 1902.

NO MODEL.



Witnesses,
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UNITED STATES PATENT OFFICE.

EDMUND ZÖLLER, OF INDIANAPOLIS, INDIANA.

DISPLAY-CARD.

SPECIFICATION forming part of Letters Patent No. 732,810, dated July 7, 1903.

Application filed July 26, 1902. Serial No. 117,148. (No model.)

To all whom it may concern:

Be it known that I, EDMUND ZÖLLER, a citizen of the United States, residing at Indianapolis, in the county of Marion and State of Indiana, have invented certain new and useful Improvements in Display-Cards, of which the following is a specification.

This invention relates to display-cards which are apparently hinged together in pairs, so as to open from both of the side edges and present a different surface for each opening.

The object is to construct such a device from a single piece of paper or cardboard and unite the parts by means of a single glued or pasted joint and to provide means for covering the entire inside surfaces of both of the card-backs or outside cards forming the pair when opened from either front or back of the pair.

I accomplish the objects of the invention by the mechanism illustrated in the accompanying drawings, in which—

Figure 1 is a view of the finished blank from which my device is formed; Fig. 2, a view showing the end sections of Fig. 1 folded against the middle sections, said end sections meeting through a slot in the middle section and said end sections being connected together; Fig. 3, an end view of the folded cards slightly drawn apart to show the arrangement of parts, and Fig. 4 a side view of the card folded into its smallest compass.

Like characters of reference indicate like parts throughout the several views of the drawings.

The rectangular body of the device shown in Fig. 1 is scored transversely at two places, *a* and *b*, to cause the said body to fold into three equal smaller rectangular parts 5, 6, and 7. Integral with the part 5 is the lateral tongue 8. The line of junction between parts 5 and 8 is scored at *c* to cause the cardboard to bend on said line when the tongue is folded over on 5. The tongue is longer than the width of part 5, and this extra length is defined by the score-line *d*. The part 6, directly opposite the tongue 8, has its central portion 9 removed over an area somewhat greater than the area of the tongue, and when said tongue is folded over upon part 5 in the manner shown in Fig. 2 the end 8 will project into the opening 9 and may be made to con-

tact with the part 7 when the latter is folded in the opposite direction against the back of part 6, as shown in Fig. 2. The end 8 will be attached securely to part 7 by means of glue, paste, or the like, thereby producing a hinged construction which can be opened from either side edge and which will present different inside surfaces to view at each opening. These surfaces will be impressed with different designs or characters preferably showing a marked contrast with each other to attract attention and create surprise of the observer at the change in appearance when opened successively in the two ways. The indents 10 and clipped corners 11 are to give the outline of a four-sided package or box when the card device is in its folded position, as shown in Fig. 4, and are not essential to the invention. By this construction the two full-sized outside cards are connected by parallel hinge-strips, which together aggregate the area of one of the cards, enabling a complete change of inside surfaces of the pair to be made upon opening from opposite edges, and all of the said parts are made from a single sheet of cardboard in a manner requiring but a single glue-joint to fasten together into operative condition.

Having thus fully described my invention, what I claim as new, and wish to secure by Letters Patent, is—

1. In a display-card, two portions of substantially equal size and shape, and three strips placed transversely of said portions, having their ends connected with the side edges thereof, the adjacent ends of two of said strips being fastened to the same edge of one of said portions and the opposite ends of said two strips being fastened to the opposite edge of the second portion and the ends of the third strip being fastened to both of said portions to edges opposite the attachment of the adjacent ends of said two strips, whereby when said portions are opened like the leaves of a book the two outer strips will be in contact with one of said portions and the middle strip in contact with the other of said portions, said three strips aggregating in area approximately the area of one of said portions.

2. For a display-card, a blank made from a single sheet, comprising a rectangular body

divided by transverse score-lines into four parts one of said subdivisions at one end of the rectangular body having the ends of said subdivision removed to form a tongue located
5 opposite the middle of the next adjacent part of said blank, and the second inside subdivision from the tongue having its middle removed, said removed portion approximating said tongue in size and shape.
10 3. As a new article of manufacture, a device consisting of a one-piece sheet cut into a rectangular body having an integral tongue at one end of said body, said body portion being scored laterally to form three approxi-
15 mately equal rectangles the middle one of

which has its middle portion removed, said tongue being bent over upon its attached rectangle and the opposite outside rectangle being bent in an opposite direction from the tongue upon the slotted middle part and the
20 end of the tongue being secured through the said slotted middle to the said folded outside rectangle.

In witness whereof I have hereunto set my hand and seal at Indianapolis, Indiana, this
25 20th day of July, A. D. 1902.

EDMUND ZÖLLER. [L. S.]

Witnesses:

S. MAHLON UNGER,
D. K. PARTLOW.