

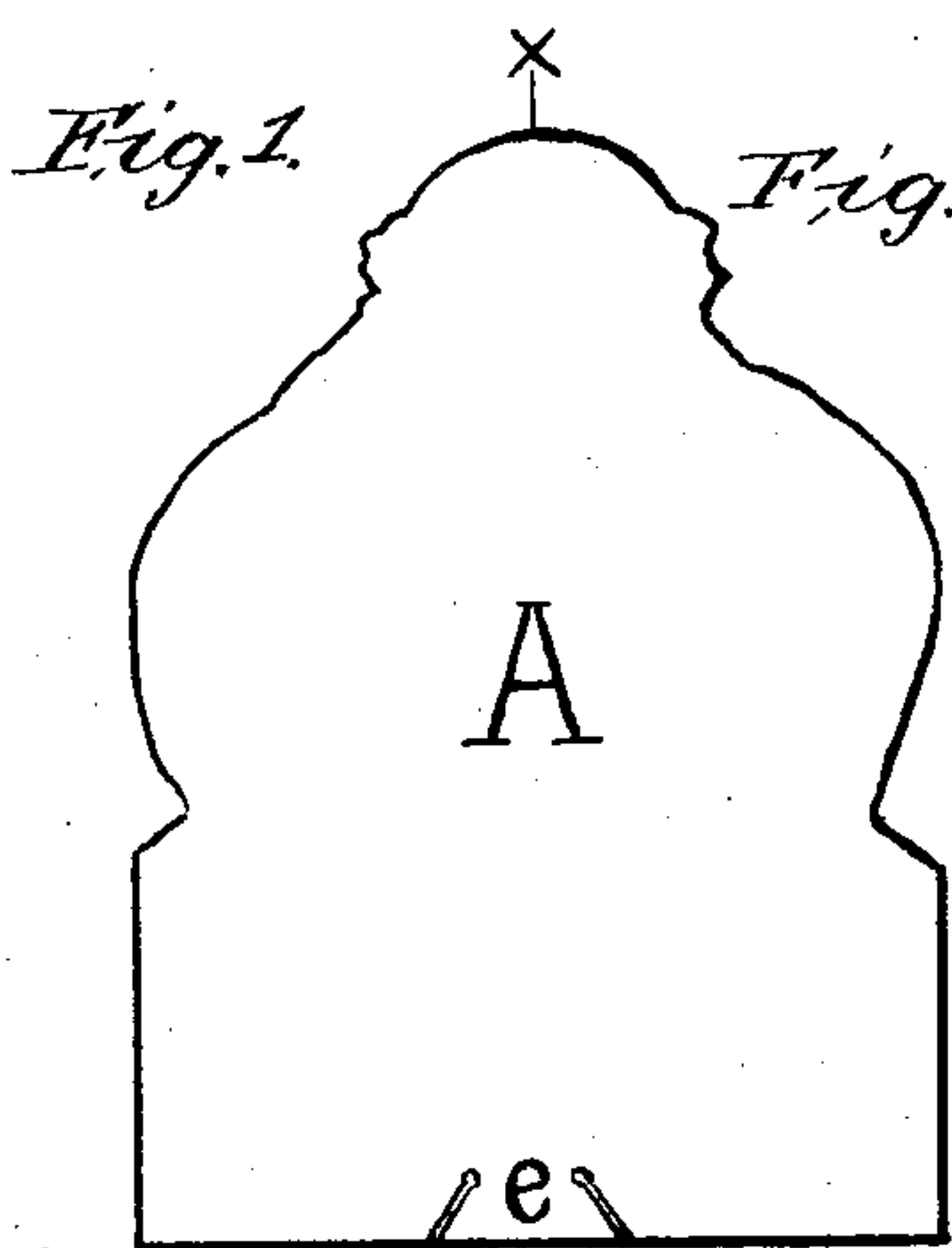
No. 735,720.

PATENTED AUG. 11, 1903.

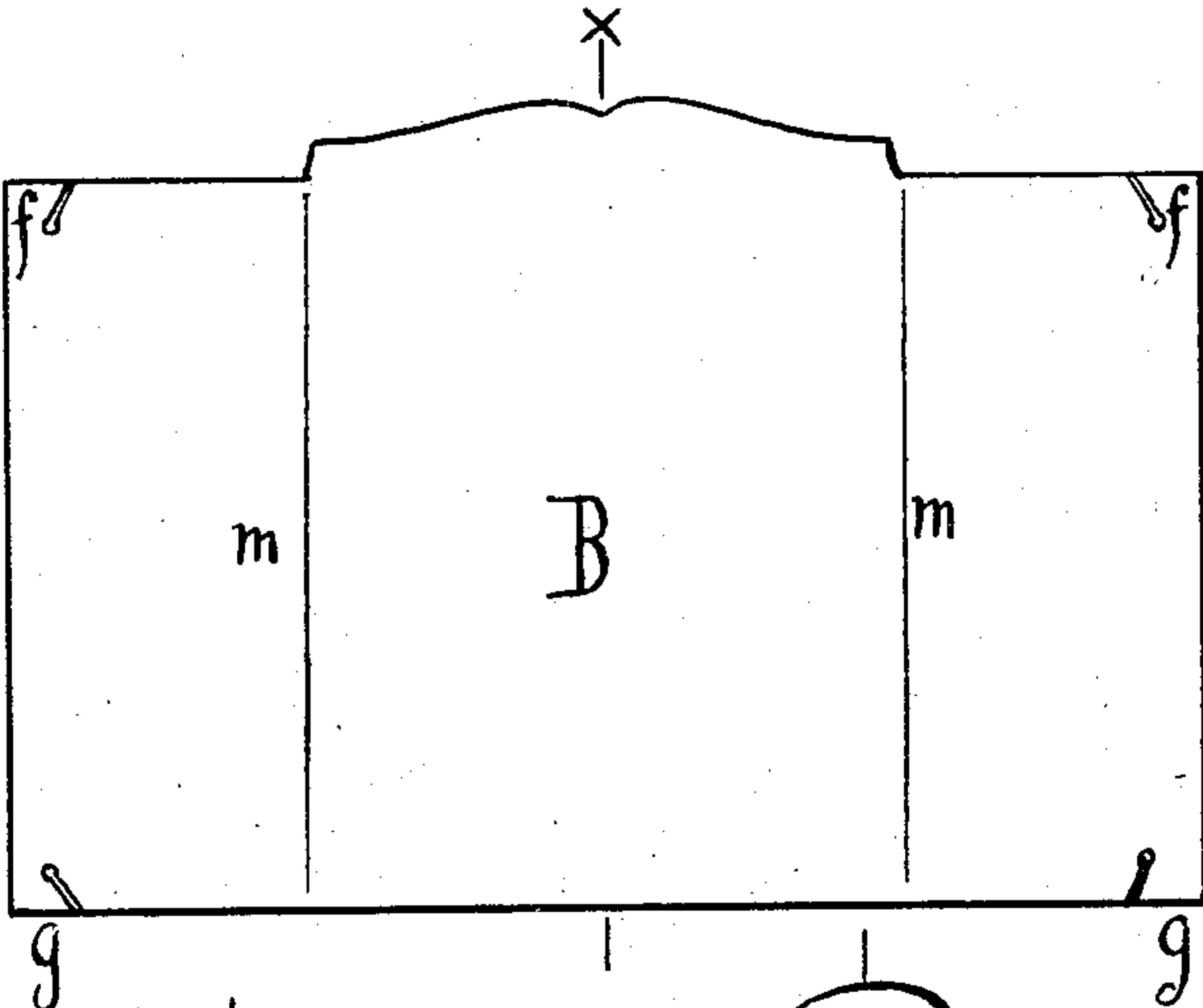
W. A. DEMMON.  
ADVERTISING NOVELTY.

APPLICATION FILED SEPT. 19, 1902. RENEWED JUNE 30, 1903.

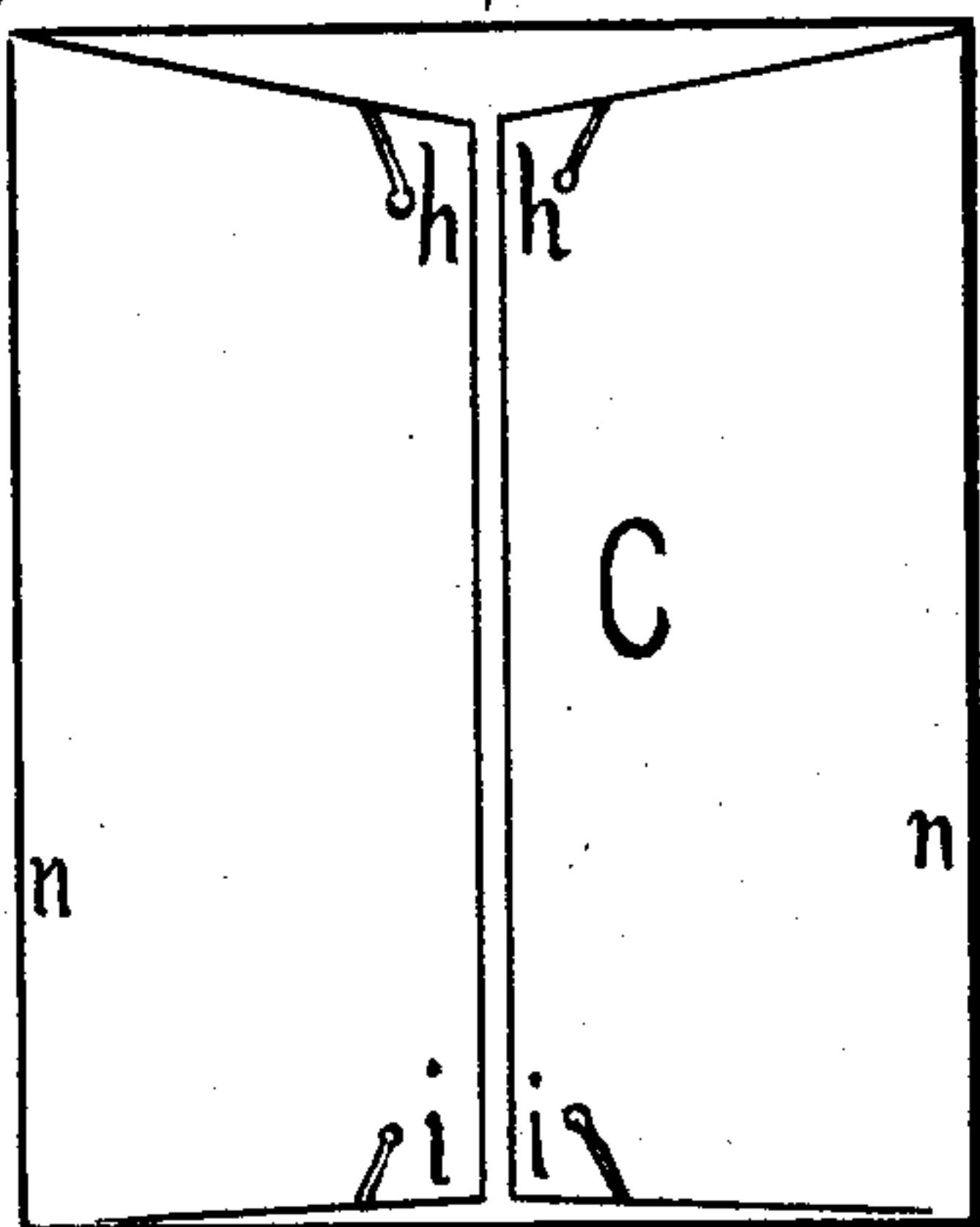
NO MODEL.



*Fig. 2.*



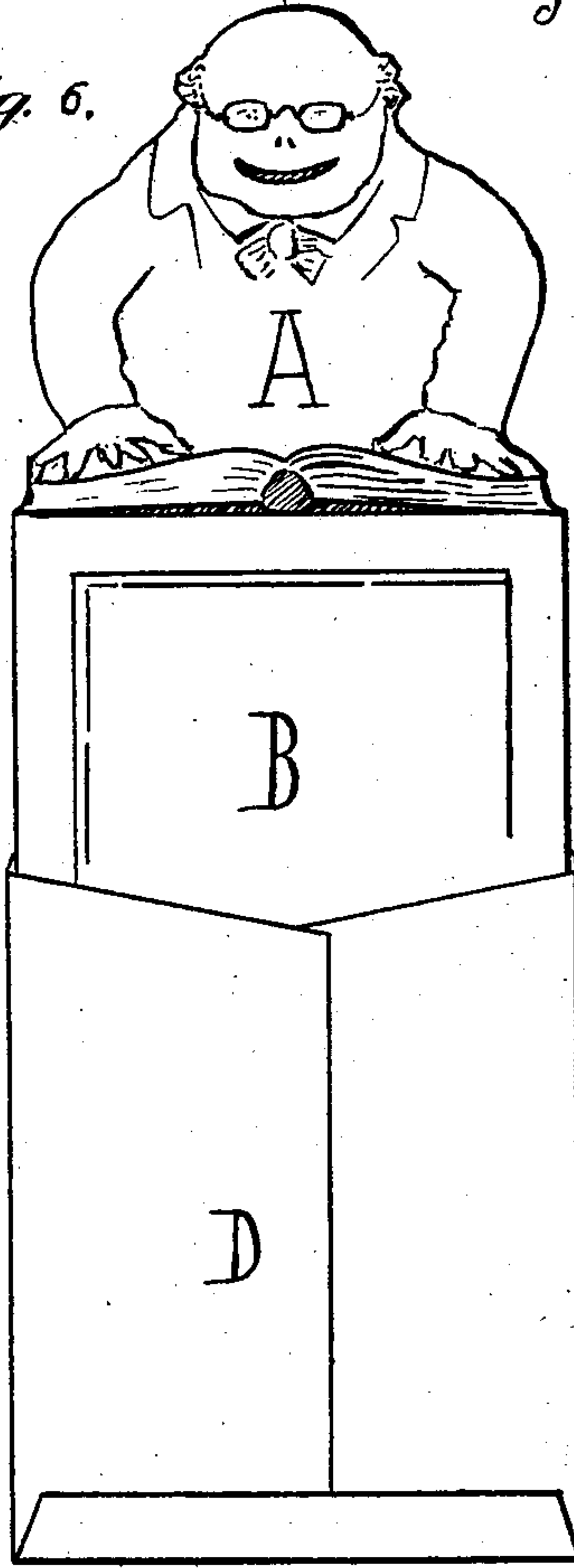
*Fig. 3.*



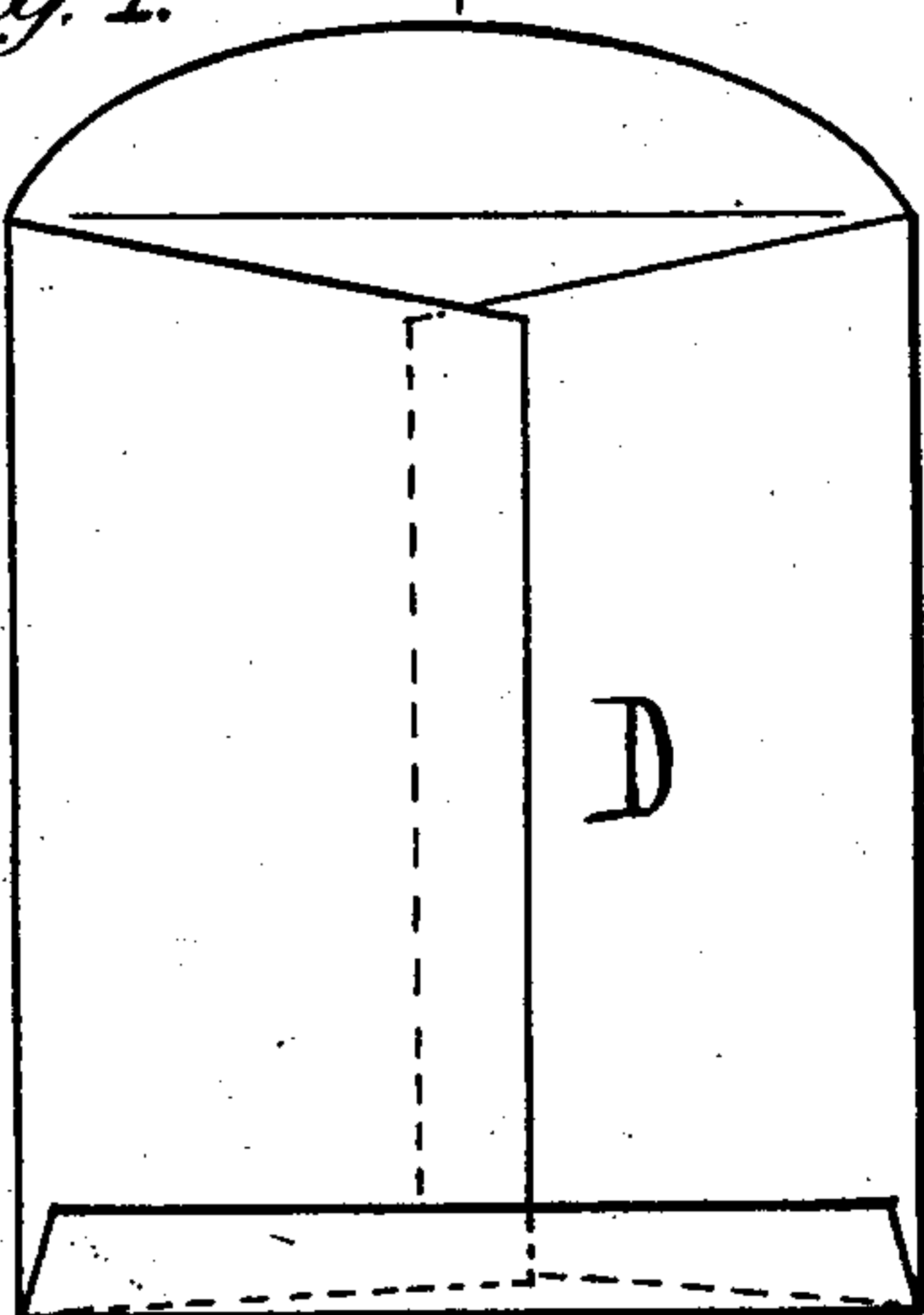
*Fig. 5.*



*Fig. 6.*



*Fig. 4.*



Witnesses. *x*  
Lucile Byer.  
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## UNITED STATES PATENT OFFICE.

WILLIAM AUGUSTUS DEMMON, OF NEW YORK, N. Y.

## ADVERTISING NOVELTY.

SPECIFICATION forming part of Letters Patent No. 735,720, dated August 11, 1903.

Application filed September 19, 1902. Renewed June 30, 1903. Serial No. 163,817. (No model.)

*To all whom it may concern:*

Be it known that I, WILLIAM AUGUSTUS DEMMON, a citizen of the United States, residing at No. 119 West Forty-ninth street, in the city of New York, borough of Manhattan, and State of New York, have invented a new and useful Advertising Novelty, of which the following is a specification.

My invention relates to an advertising novelty in which several movable sections each having depicted thereon some portion of a picture or character which bears relation to other portions of said picture or character depicted on other sections adjoining, the whole to be inclosed in a suitable case or envelop; and the object of my invention is to so manipulate the several sections, in connection with a series of rubber bands or springs, that they will automatically make their appearance when the envelop is opened, each section assuming its proper position to form a complete picture in conjunction with the other sections. I attain this object by the mechanism illustrated in the accompanying drawings, in which—

Figures I, II, III show the several sections separate. Fig. IV shows the case or envelop. Fig. V is a sectional view on line *x*, showing the relative position and mechanism of the movable parts; and Fig. VI is a front view of the advertising novelty as it will appear completed.

The card or plate A, on which is depicted a portion of the picture or characters, is cut to conform to the outlines of said picture or characters, leaving the bottom corners square and about one-third of the lower part of the sides parallel to slide freely up and down in the guides in section B, as hereinafter described. Two slits, terminating in small round holes near the bottom edge, form the dovetail-shaped tongue *e*, to which is attached the rubber band *j* and the stop-string *k*. (Shown in Fig. V.)

B is a card or plate the same height and slightly more than twice the width of A. The top edge is cut to conform to some portion of the picture or characters depicted thereon in such manner that it will match that portion of the picture or character depicted on section A when the two sections are placed in their proper relative positions.

Section B is scored, as shown by the lines *m*, Fig. II, and the two sides are bent back, nearly meeting and forming guides, under which A will slide freely up and down. Slits cut in the top and bottom edges, terminating in small round holes, form the dovetail-shaped tongues *ff* and *gg*. The bottom of A is inserted under the guides of B, and a short rubber band *j* is placed under tongue *e* and over tongues *ff*. The stop-string *k* is tied to tongue *e* and passed down and tied to tongues *gg*, leaving the string just long enough to allow the picture or characters depicted on A to match in proper relation to those depicted on B and keep a slight tension on the rubber band *j*.

The card or plate C is the same height as A and B, but slightly wider than B. Slits are cut in the top and bottom edges similar to those in B, forming the tongues *hh* and *ii*. This section is scored at *nn*, similar to B, and its sides are bent forward, as shown in Fig. III, forming guides under which B will slide freely up and down in the same manner that A does in B. No picture or characters are depicted on this section, as it is designed simply to reinforce and strengthen the case or envelop and to facilitate fastening the rubber band *l* and the lower end of the stop-string *k*.

In the attaching of the several parts by elastic means and stop-cord I do not confine myself to the method of fastening shown and described, which is only one of several methods which may be used to accomplish the purpose desired—namely, to hold the parts in correct relative position and to prevent expulsion from the envelop. The manner of attachment is not material.

Instead of the card or plate C, Fig. III, scored and opened to form a guide, as shown and described, it will in some cases be sufficient to use a single card or plate loosely inserted in the envelop, as its purpose, as I have stated, is to reinforce the envelop and to form a backing of such rigidity that the parts may be attached to it by elastic means or cords. If the envelop is of sufficient rigidity, the section C may be entirely omitted and the elastic and stop-cord fastened to the envelop. In some cases the stop-cord *k* may also be omitted and the elastic so attached to the card



C or to the envelop D as to act as a check and prevent the sections from being thrown entirely from the envelop.

The bottom of B is inserted under the guides 5 of C and the rubber band *l* is placed under tongues *g g* and over tongues *h h*, and the stop-string *k* is passed down and tied to tongues *i i*, leaving it just long enough to allow the picture or characters depicted on B 10 to show above the top edge of section C.

The envelop or case D is placed on section C, entirely covering it from view, as shown in Fig. IV. A and B on being pushed down into the envelop cause the rubber bands *j* 15 and *l* to stretch, while the stop-string *k* is slackened, in which position they are held by sealing the envelop; but on breaking the seal and releasing them the rubber bands will cause A and B to automatically assume the 20 positions as shown in Fig. VI, while the stop-string *k* will prevent them from being thrown entirely out of the envelop.

While I have described a device inclosed in an envelop which opens at the end, I do 25 not wish to confine myself to this particular shape, as a square or side-opening envelop may be used. Neither do I wish to confine myself to the use of paper or cardboard for the sections, as sheet metal, wood, or celluloid may be used in their construction. 30

In the device which I have shown and described I have used only two sections or parts to form the complete design. I do not so limit myself, as three or more sections or 35 parts may be used, each part so used having depicted thereon a portion of the complete design and all the parts elastically attached, as described in respect of A and B.

Having thus described my invention, what 40 I claim, and desire to secure by Letters Patent, is—

1. In a device of the character described the combination with a suitable envelop of two or

more movable sections elastically attached, so that, upon being released from the envelop, 45 the several sections will automatically extend from the envelop in unequal distances.

2. In a device of the character described the combination with a suitable envelop of two or more movable cards elastically attached to 50 each other and attached to the envelop so that upon being released from the envelop the several cards will automatically extend from the envelop in unequal distances.

3. In a device of the character described the combination, with a suitable envelop, of two or more movable sections, elastically attached, so that upon being released from the envelop the several sections will automatically extend from the envelop in unequal distances, and means for checking such extensions. 60

4. In a device of the character described the combination with a suitable envelop of two or more cards elastically attached, each having 65 depicted thereon a portion of a design, and an elastic means for expelling such cards from the envelop in unequal distances, and automatically arranging the several parts so as to form a complete design. 70

5. In a device of the character described the combination, with a suitable envelop of two or more plates, each having depicted thereon a portion of a design and cut to conform to the outline of such portion, and an elastic 75 means for expelling such card from the envelop and automatically adjusting the several parts so as to form the complete design.

In testimony whereof I have signed my name to this specification in the presence of 80 two subscribing witnesses.

WILLIAM AUGUSTUS DEMMON.

Witnesses:

LUCILE DYER,  
JOSEPH OATMAN.