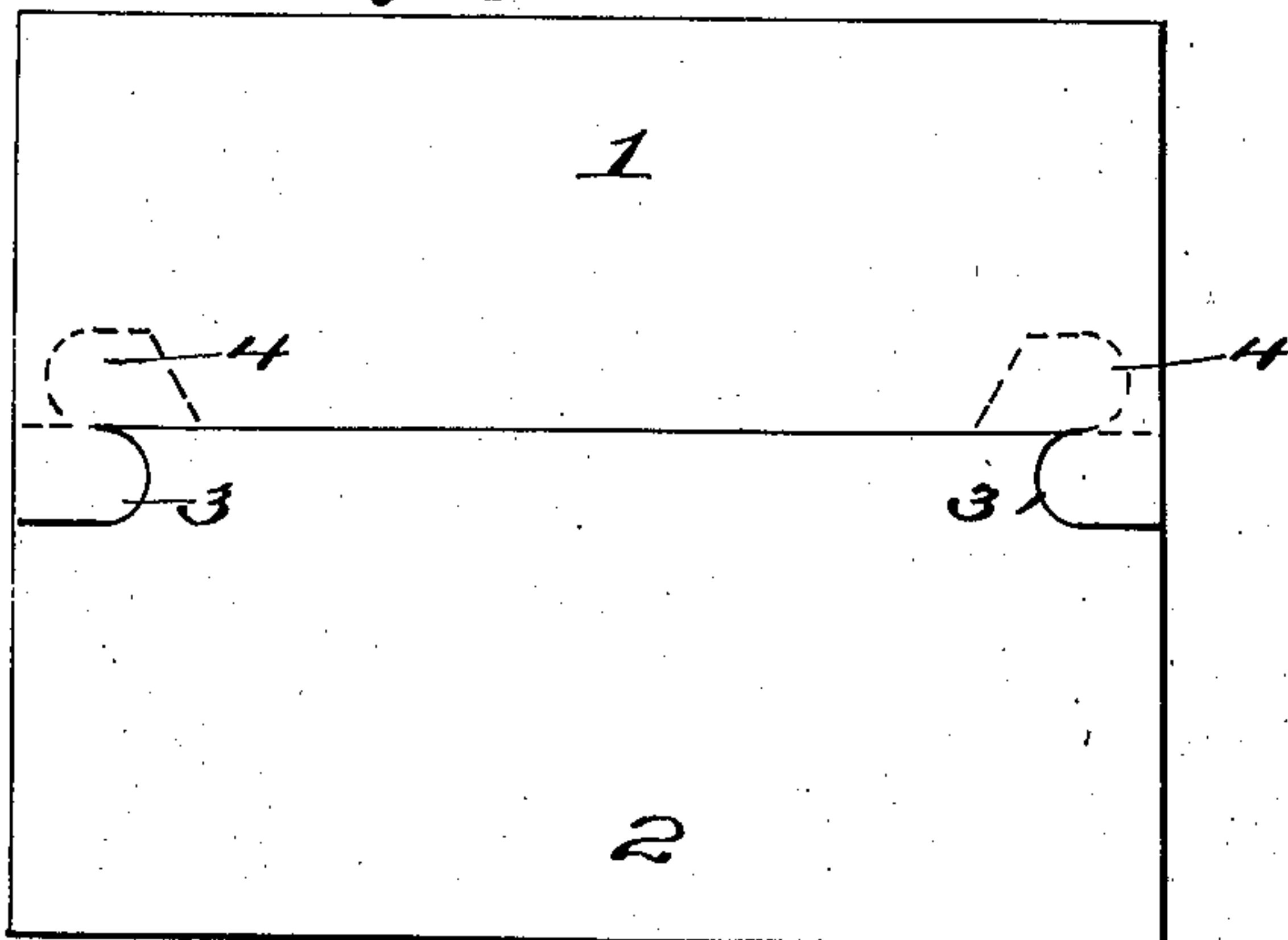
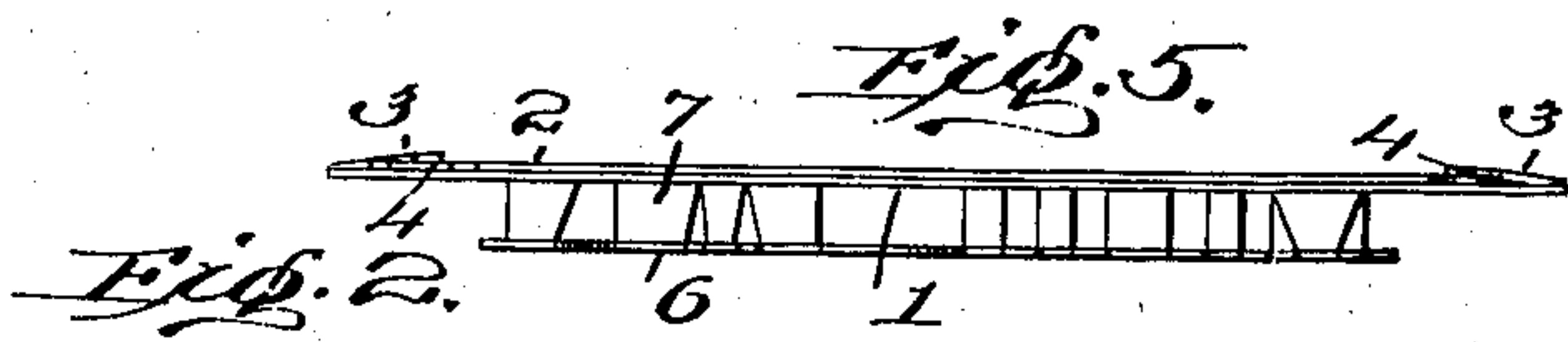
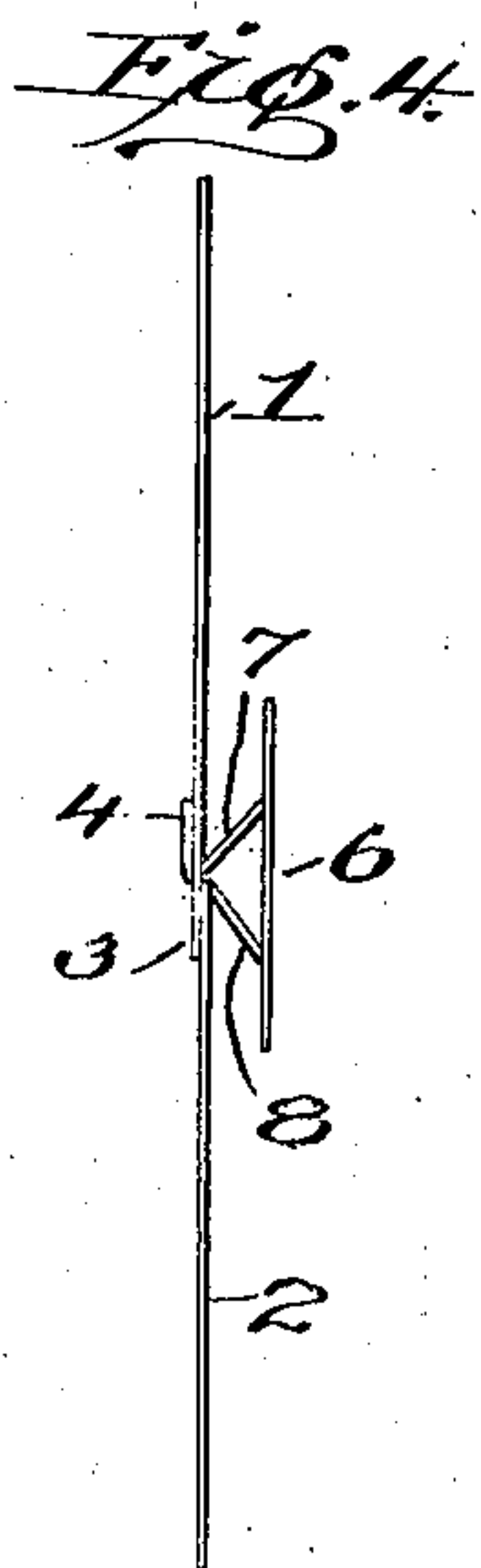
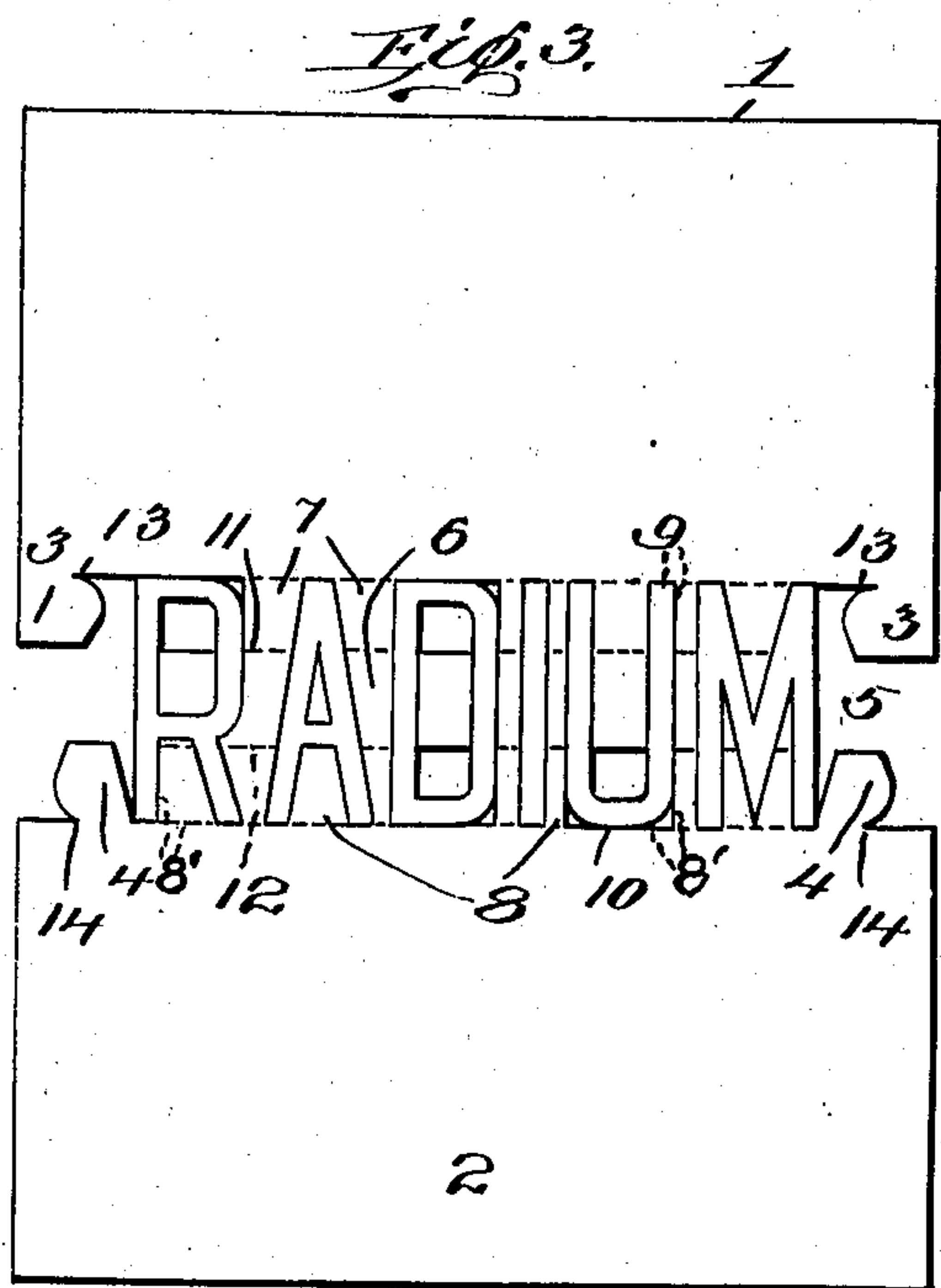
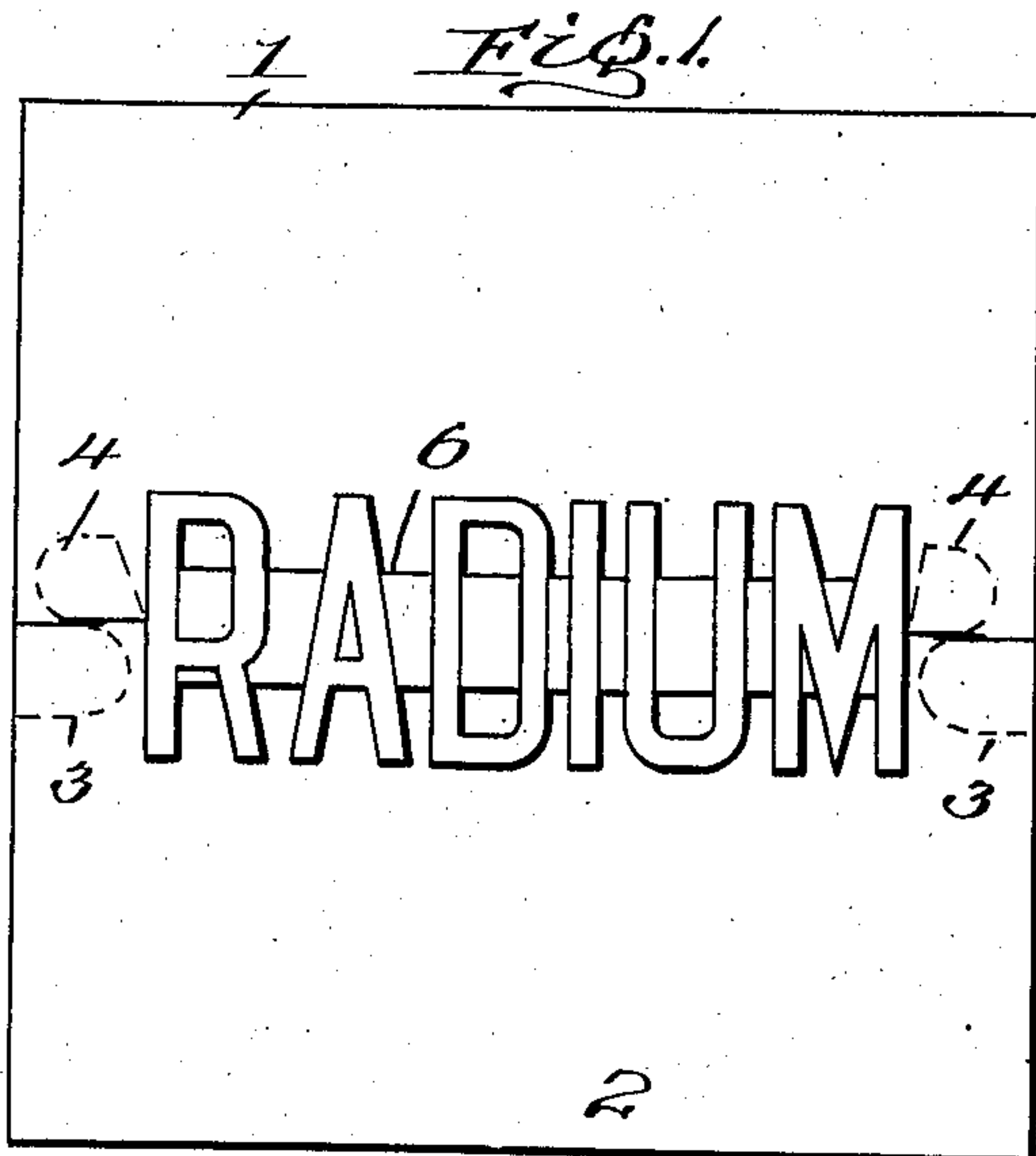


No. 815,867.

PATENTED MAR. 20, 1906.

H. B. SEAMAN.
ADVERTISING DEVICE.
APPLICATION FILED JUNE 8, 1905.



Inventor

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UNITED STATES PATENT OFFICE

HENRY B. SEAMAN, OF NEW YORK, N. Y., ASSIGNOR TO THE GRAY LITHOGRAPH COMPANY, A CORPORATION OF NEW YORK.

ADVERTISING DEVICE.

No. 815,867.

Specification of Letters Patent.

Patented March 20, 1906

Application filed June 8, 1905. Serial No. 264,341.

To all whom it may concern:

Be it known that I, HENRY B. SEAMAN, a citizen of the United States of America, residing at New York city, in the county of Richmond and State of New York, 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 others skilled in the art to which it appertains to make and use the same.

This invention relates to improvements in advertising devices, and particularly to advertising show-cards.

One of the objects of the invention is to form from a single sheet of material a device which when folded will have lettering or an object stand away from the background as if it were built up on a base structure and not an integral part thereof.

With this and other objects in view the invention consists in certain other novel constructions, combinations, and arrangements of parts, as will be hereinafter fully described, illustrated in the accompanying drawings, and more particularly pointed out in the claims hereto appended.

In the drawings, Figure 1 is a front view of an advertising device constructed in accordance with the present invention. Fig. 2 is a rear view in elevation of the device illustrated in Fig. 1. Fig. 3 is a plan view of the unfolded sheet which when folded produces the device depicted in Fig. 1. Fig. 4 is an end view of Fig. 1. Fig. 5 is a top plan view of the device depicted in Fig. 1 looking at the longitudinal edge thereof.

In carrying out the present invention I form a device from a single sheet of material, said device being provided with two principal parts, hereinafter referred to as the "upper" and "lower" sections 1 and 2, respectively. The upper and lower sections are secured together, as depicted in Fig. 1, by means of interlocking flaps or tongues 3 and 4, respectively.

In forming the advertising show-card constituting the advertising device hereinbefore referred to the upper and lower sections are connected together by means of an intermediate hinged structure 5, which comprises a longitudinal body portion 6 of substantially the same width throughout its entire length, said body portion connected integrally with

the upper and lower sections by means of upper and lower wings 7 and 8, respectively.

Upon the back of the sheet of which the device is formed along the lines 9 and 10 longitudinal scores are made for permitting when the device is folded, Fig. 1, of the wings 7 and 8 to be easily folded outwardly and subsequently inwardly, as seen in Fig. 4. At places along the lines 9 and 10 the sheet is cut for forming the letters or other elements of a word or symbol. For facilitating the folding of the wings 7 and 8 the card is further provided with scores on the dotted lines 11 and 12, which permit of the wings to be folded under the body portion 6 of the hinged structure, which is provided with the lettering or object, which is set out from the background of the device when the sections are in their fixed folded position. The sheet is further cut on lines 8' 9 and is scored on lines 11 and 12 for forming letters of the words or the elements of the symbol, which extend beyond the upper and lower edges of the body portion 6 when the device is in its folded position, Figs. 1 and 2.

In illustrating my invention I have shown the card constituting the advertising device cut for exposing the word "Radium" in a raised position from the body of the device when the same is in its folded position, as depicted in Fig. 1, although I do not limit myself to any specific word, sign, or symbol, as it will be obvious that different words or designs may be formed upon a sheet when constructing a device in accordance with my invention, provided portions constituting the wings 7 and 8 are formed upon the interlocking sections, preferably designated hereinbefore as "upper" and "lower" sections 1 and 2.

The tongues 3 are recessed or slitted upon their inner portions, while the tongues 4 are similarly constructed upon their outer portions. It is to be noted that one of the sections, preferably the upper section in this instance, is provided with the tongues 3, having the recessed, slitted, or notched portions 13 formed upon their inner portion, and the other section, which in this instance is the lower section, is provided with the tongues or flaps 4, which have the recessed or notched structures 14 formed thereon opposite to the similar portions of the tongues 3.

After the card constituting the sign is scored, cut out, folded, and locked the two sections constituting the body or background of the sign are firmly held together, and the hinged structure carrying the word or figure is spaced from the background of the sign. The front of the sections 1 and 2 is preferably provided with any suitable decoration, so as to make the word or figure more prominent. In the present instance, as an illustration of the structure of my advertising device I have shown the word "radium" formed upon that portion of the sign which when the sections are folded is spaced from the background, the background being colored different from the letters, as well as the body portion of the hinged structure. In other words, the letters are of one color, the body portion of the hinged structure carrying the letters are colored different from said letters, and the background of the sign is colored so as to make the word very conspicuous.

What I claim is—

1. In an advertising device, comprising sections, a hinged structure integrally connecting said sections, and means for securing said sections in an abutting fixed position, and thereby spacing a part of said hinged structure from the sections.

2. An advertising device, comprising abutting sections, each section provided with locking-tongues, and a hinged structure connecting said sections, said hinged structure comprising wings and a body portion.

3. An advertising device, comprising an upper and a lower section, said upper section provided with locking-tongues, said lower section provided with coacting locking-tongues, a hinged structure connecting said sections, said hinged structure comprising wings and a sign-carrying body portion, said hinged structure adapted to be positioned from said sections, when the coacting locking-tongues are in their fixed position for firmly securing the sections together in an abutting position, for spacing the sign from the sections.

4. A device of the character described,

comprising upper and lower sections, means for securing said sections in an abutting position, and a word or symbol carrying portion formed integral with said sections and extending parallel thereof when said sections are secured in an abutting position.

5. A device of the character described, comprising sections, means for securing said sections in an engaging position, word or symbol carrying means integral with said sections and spaced therefrom when said sections are secured in an engaging position.

6. An advertising device formed from a single sheet and provided with upper and lower engaging sections, and word or symbol carrying means formed between said sections and capable of being spaced therefrom when said sections are in an engaging position.

7. An advertising device, comprising upper and lower, vertical sections, means for securing said sections together for producing a flat background, and a hinged structure integral with said sections and adapted to have a part thereof spaced from said sections when the sections are in their engaging position.

8. An advertising device formed from a single sheet of material, said device provided with sections adapted to be secured together for producing a flat background, a wing secured to each of said sections, and a body portion secured to said wings and capable of being spaced in substantially a parallel position to said sections when said sections are secured together.

9. An advertising device, comprising sections, means for securing said sections together for producing a substantially flat back, a wing secured to each of said sections, and a body portion carried by the outer ends of said wings and adapted to be spaced from said back when its sections are secured together.

In testimony whereof I hereunto affix my signature in presence of two witnesses

HENRY B. SEAMAN.

Witnesses:

FRED. SYMES,
V. S. COLLINS.