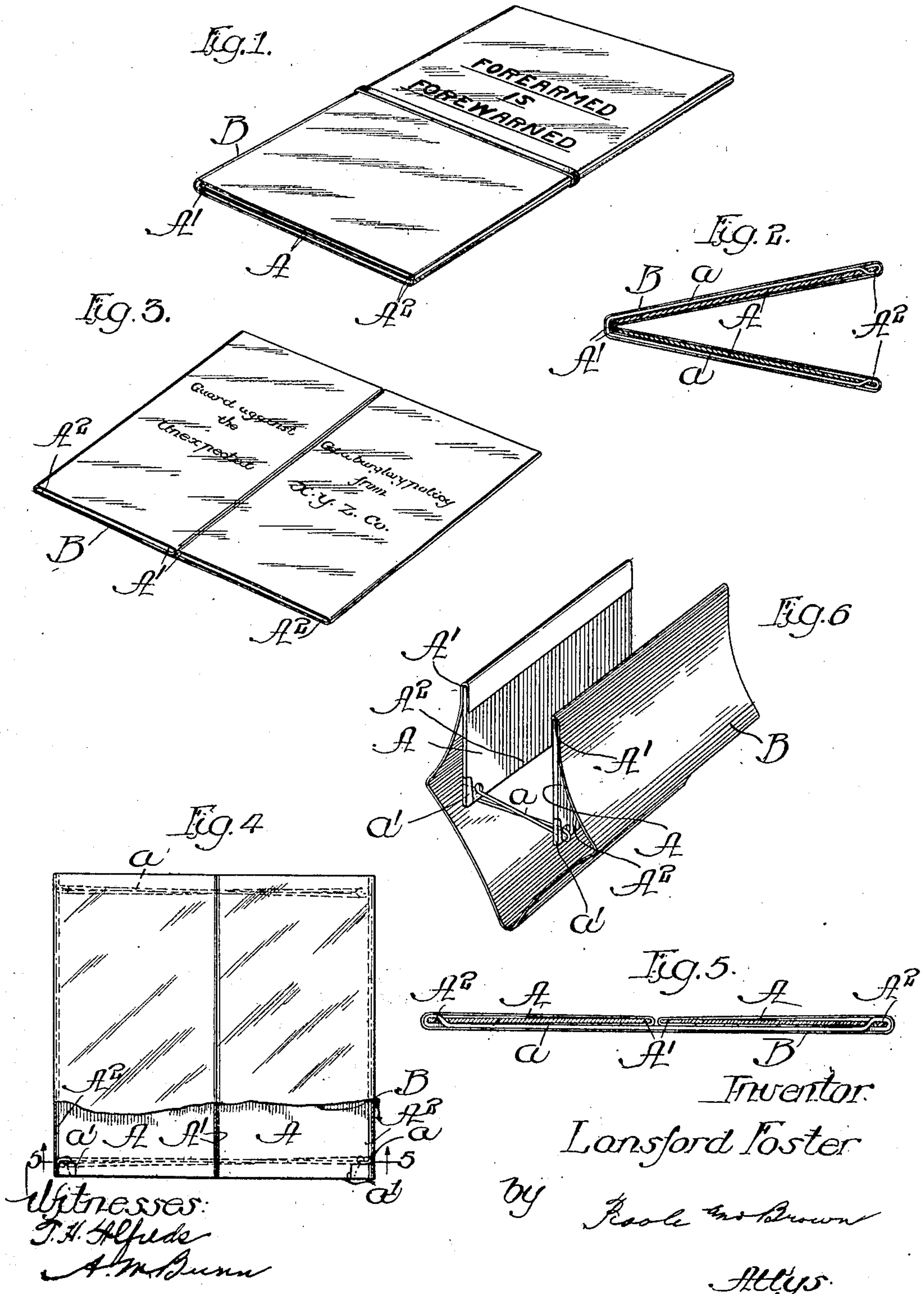


No. 885,333

PATENTED APR. 21, 1908.

L. FOSTER.  
ADVERTISING DEVICE.  
APPLICATION FILED MAR. 29, 1907.





# UNITED STATES PATENT OFFICE

LANSFORD FOSTER, OF NEW YORK, N. Y.

## ADVERTISING DEVICE.

No. 885,333.

Specification of Letters Patent.

Patented April 21, 1908.

Application filed March 29, 1907. Serial No. 365,366.

*To all whom it may concern:*

Be it known that I, LANSFORD FOSTER, a citizen of the United States, and a resident of New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Advertising Devices; and I do hereby declare that the following is a full, clear, and exact description thereof, reference being had to the accompanying drawings, and to the letters of reference marked thereon, which form a part of this specification.

This invention relates to a novel advertising device and consists in the matters hereinafter more particularly set forth and pointed out in the appended claims.

My invention will be better understood by reference to the accompanying drawings in which,—

Figure 1 is a view of the device folded and adapted for transmission through the mail. Fig. 2 is a cross-section of the device partially unfolded. Fig. 3 is a view in perspective of the device still further unfolded. Fig. 4 is a plan view showing the parts in the same position as in Fig. 3, but with a portion broken away. Fig. 5 is a section, on line 5—5 of Fig. 4. Fig. 6 is a view in perspective showing the device completely unfolded. As shown in said drawings, A A indicate two rectangular flat members of card-board or other stiff material, and B indicates a sheet of paper or other flexible material secured at its end margins to one of the side margins of each of said card members A A. For convenience the margins of the card-members A A to which are secured the end margins of the strip B will hereinafter be referred to as margins A<sup>1</sup> A<sup>1</sup> and the other two margins thereof will hereinafter be referred to as margins A<sup>2</sup> A<sup>2</sup>. The two margins A<sup>2</sup> of said card-members A are connected by means of resilient flexible connecting devices, herein shown as consisting of bands a a which exert a force tending to draw said margins A<sup>2</sup> together. As shown in Fig. 6 said bands pass through holes in the corners of said members at said margins. In order that endless rubber bands of commercial form may be used, the card members are conveniently slitted from their margins to the holes to receive the loop form or endless bands, and after the bands are inserted, the slits may be closed by means of small strips of paper or other flexible material a<sup>1</sup> secured

over the slitted portion of each margin by pasting or otherwise.

The device is folded to close the same by bringing the margins A<sup>1</sup> together from the position shown in Fig. 6, thereafter separating or swinging outwardly the margins A<sup>2</sup> to bring the card members in the same plane as shown in Fig. 3, and continuing the movement to bring the card members flatwise together as shown in Fig. 1. The strip B is of such length as to extend, when the card members are in this position, from the margin A<sup>1</sup> of one of the card members around the margin A<sup>2</sup> thereof, thence around the margins A<sup>1</sup> of both card members and similarly around the other card member, said strip lying flat against the faces of said card members. In this position of the card members the resilient bands a are under tension. The middle or closed part of the strip constitutes a hinge about which the two card members are swung to close them together, as indicated in Fig. 2, to the completely folded position shown in Fig. 1. The device is conveniently retained in its closed position by an encircling rubber band, as shown in Fig. 1. In this position, the device is adapted for transmission through the mail, and the outer faces of said strip B may conveniently bear advertising matter as shown in Fig. 1. Likewise the end portions of the said strip B, as well as other parts of the device may bear suitable advertising matter. When the encircling rubber band is removed and the device partially unfolded, unless the device be otherwise effectively restrained, the resilient bands a act to draw the margins A<sup>2</sup> of the card members together, causing the parts to suddenly assume their completely unfolded position shown in Fig. 6. The unexpected character of this opening produces a startling effect which is well calculated to call the recipient's attention to the advertising matter which the device bears.

I claim as my invention:—

1. The combination with two card members placed flatwise together, of a resilient means connecting two margins of said members and a flexible strip attached to said members and adapted to lie against their outer faces and to extend around the said margins.

2. The combination with two card members, of resilient means connecting two margins of said members, and a flexible strip

connecting the opposite two margins of said members and adapted to lie against the outer faces of said members.

3. The combination with two card members placed flatwise together, of a resilient, flexible connecting device attached to two adjacent margins of said members and trained under tension about the opposite two margins of said members, and a flexible strip attached to said members and lying against their outer faces and extending around said latter margins.

4. The combination with two card members adapted to be placed with two of their

margins together, of a flexible strip secured at its ends to said margins and adapted to extend around the opposite margins of said card members and yielding means tending to draw said latter margins toward each other.

In testimony that I claim the foregoing as my invention I affix my signature in the presence of two witnesses, this 21 day of March A. D. 1907.

LANSFORD FOSTER.

Witnesses:

EATON V. REED,  
MICHAEL N. DELAGI.