

E. A. MASTICK, JR.
ADVERTISING DEVICE.
APPLICATION FILED NOV. 21, 1907.

898,757.

Patented Sept. 15, 1908.

Fig. 1

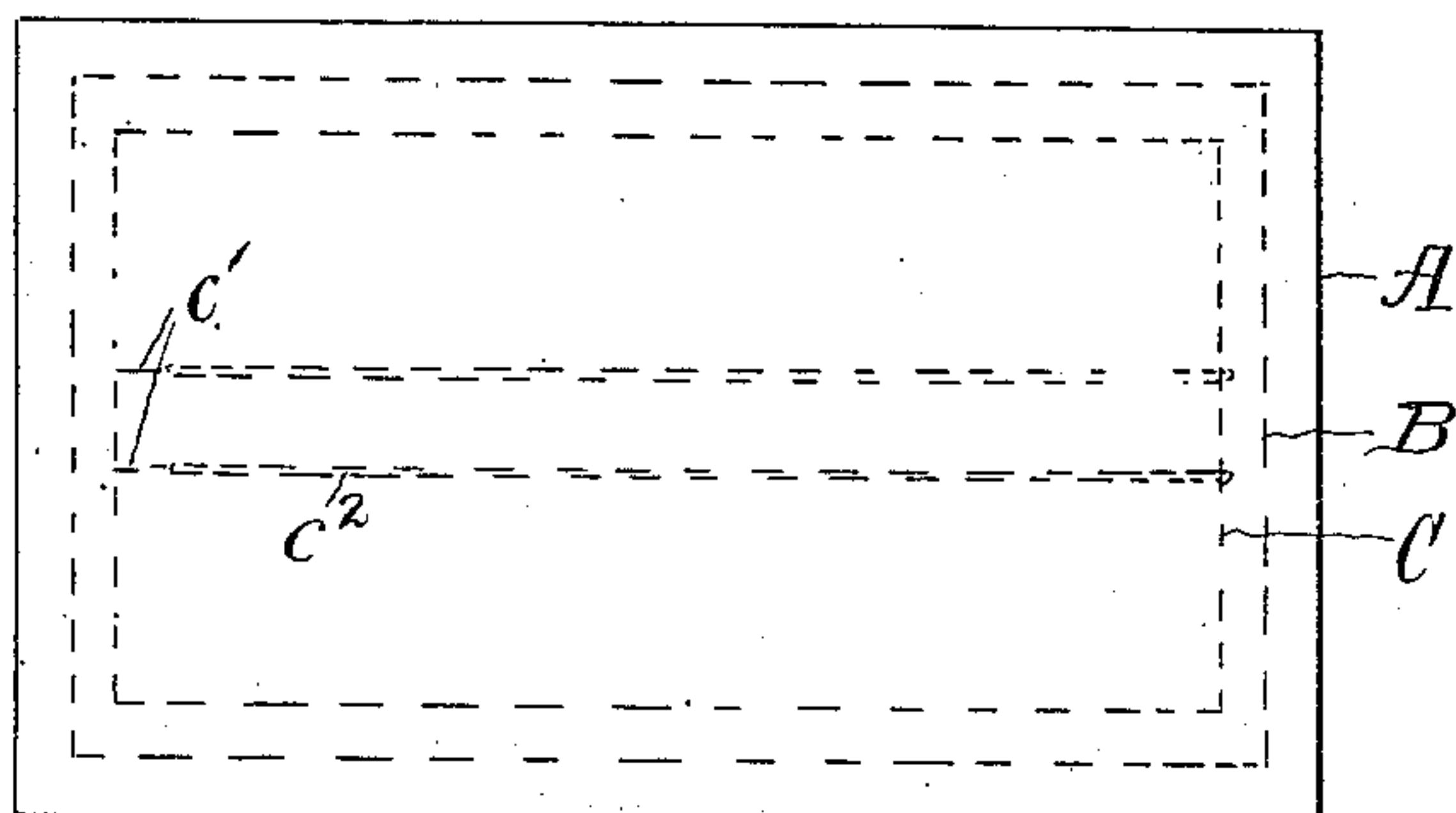


Fig. 2

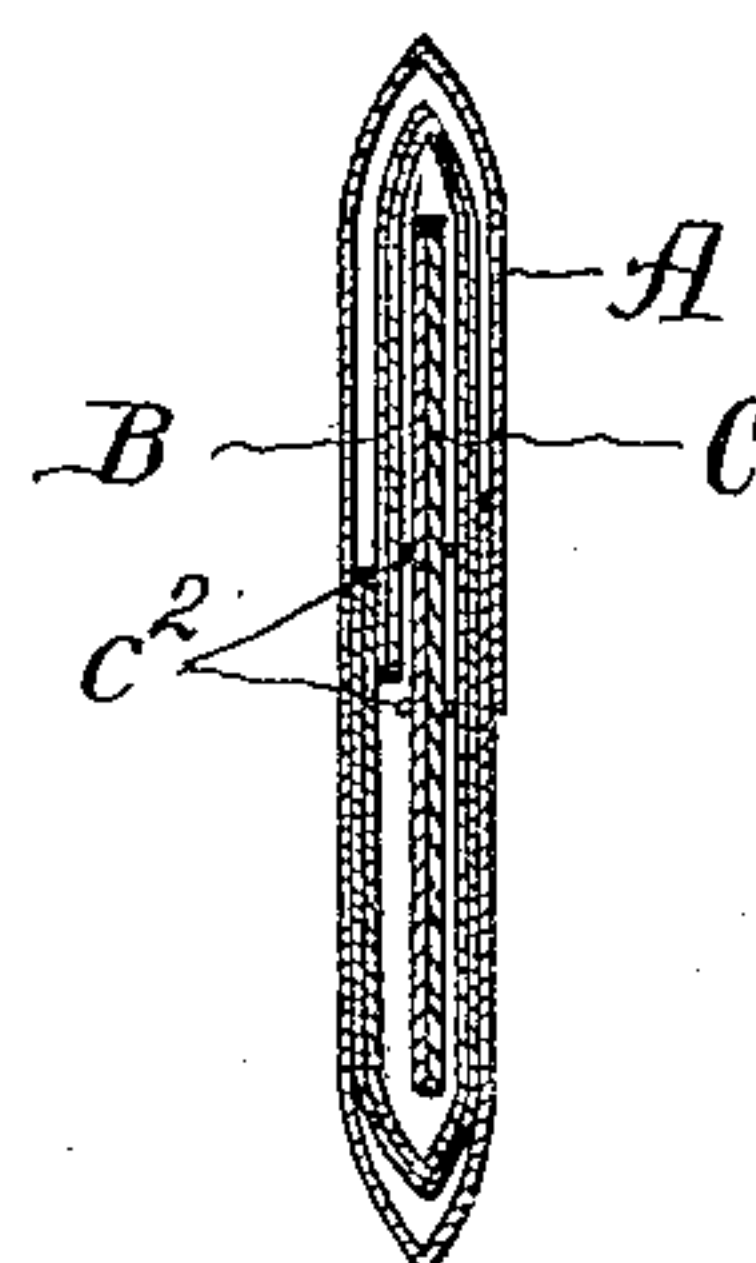


Fig. 3

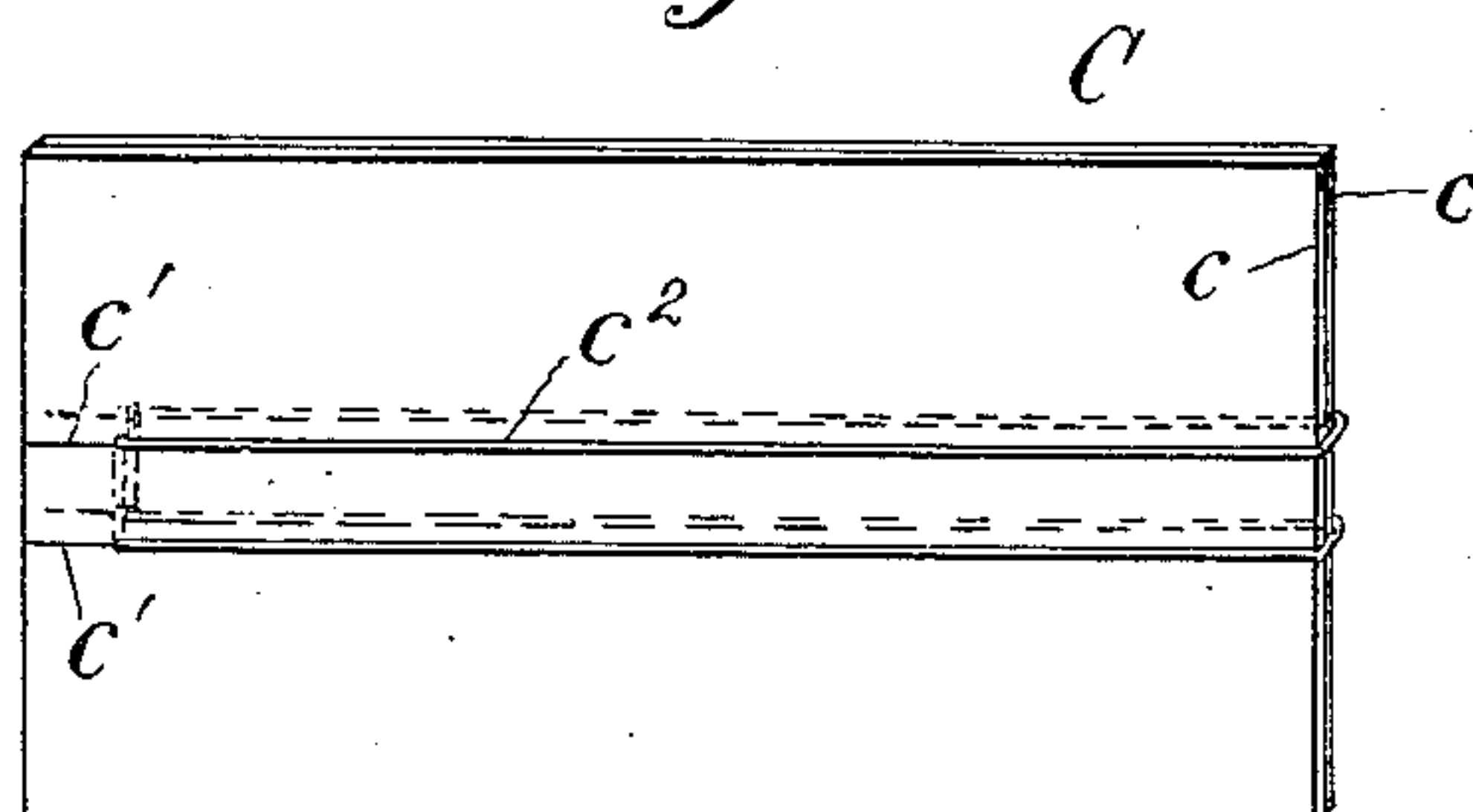


Fig. 4

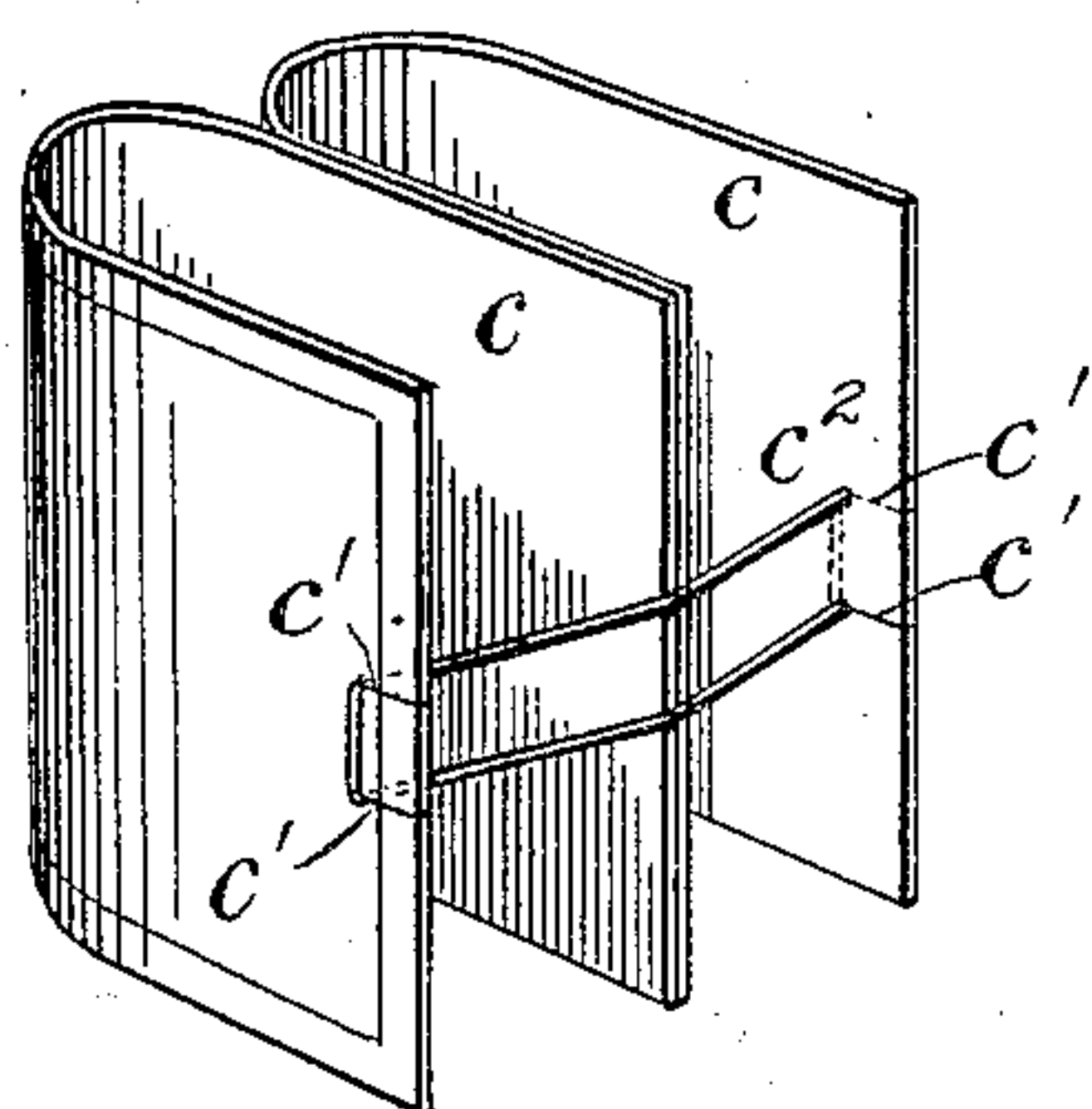
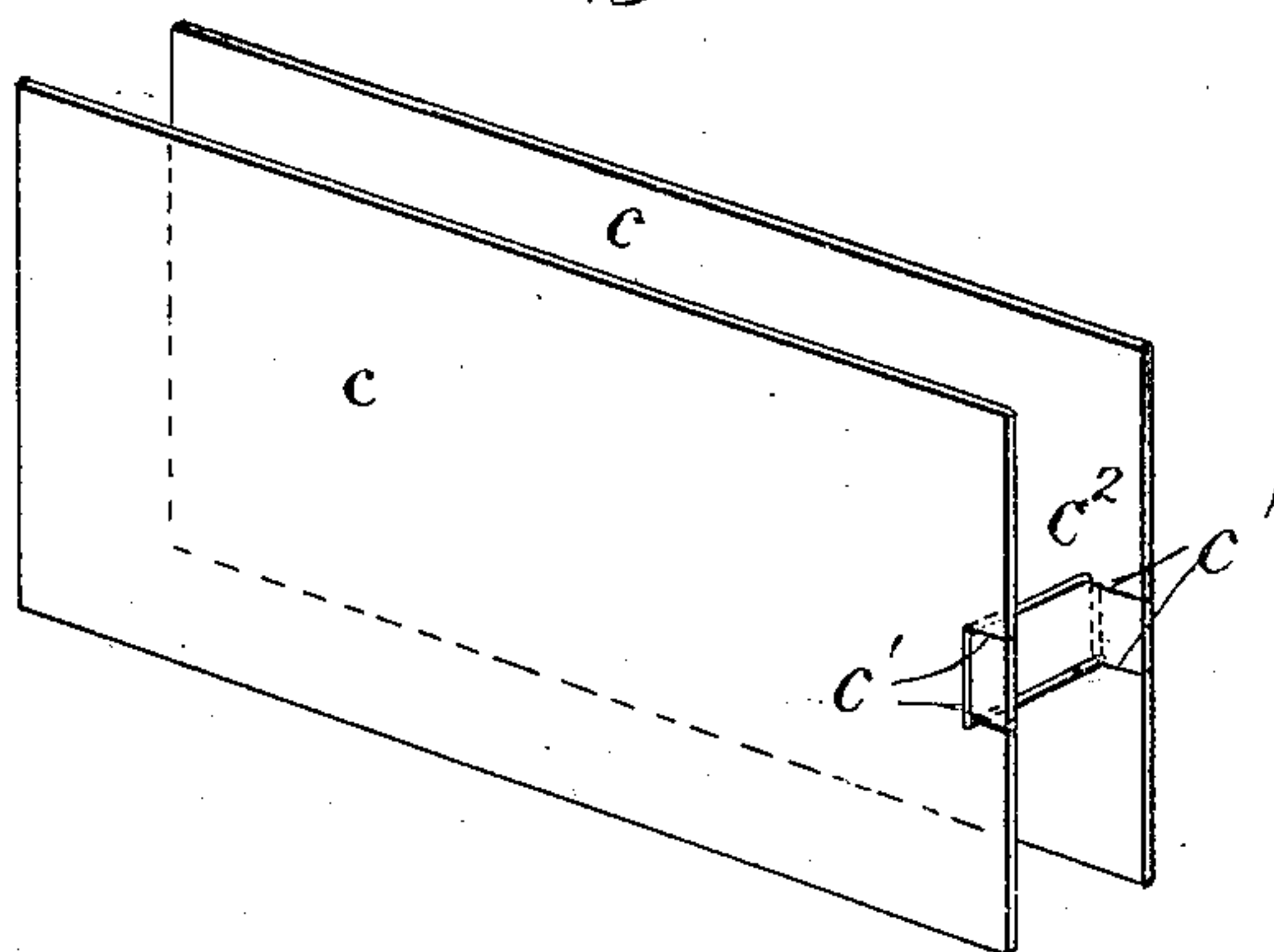


Fig. 5



Witnesses:
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UNITED STATES PATENT OFFICE.

EDWIN A. MASTICK, JR., OF CLEVELAND, OHIO.

ADVERTISING DEVICE.

No. 898,757.

Specification of Letters Patent.

Patented Sept. 15, 1908.

Application filed November 21, 1907. Serial No. 403,133.

To all whom it may concern:

Be it known that I, EDWIN A. MASTICK, Jr., a citizen of the United States, resident of Cleveland, county of Cuyahoga, and State of Ohio, have invented a new and useful Improvement in Advertising Devices, of which the following is a specification, the principle of the invention being herein explained and the best mode in which I have contemplated applying that principle, so as to distinguish it from other inventions.

My invention relates to advertising devices and particularly to that class of such devices which may be inclosed within a letter or similar folded sheet.

The object of the invention is to provide for such inclosure an advertising medium which, when the inclosure is unfolded, will automatically eject itself therefrom thereby thrusting itself upon the attention of the receiver of the letter.

The said invention consists of means hereinafter fully described and particularly set forth in the claims.

The annexed drawing and the following description set forth in detail, certain mechanism embodying the invention, the disclosed means constituting but one of various mechanical forms in which the principle of the invention may be applied.

In said annexed drawing:—Figure 1 represents a plan of an envelop provided with an inclosure and inset embodying my invention. Fig. 2 represents a vertical cross-section of such envelop and its contents. Fig. 3 represents a perspective view of the inset showing the parts in the position which they occupy when located between the folds of the inclosure. Fig. 4 represents a perspective view of the inset showing the position of its parts prior to its ejection and immediately following the opening of the folds of the inclosure. Fig. 5 represents a perspective view of said inset showing the position of its parts after ejection.

Referring first to Figs. 1 and 2, A represents an envelop and B a folded inclosure within said envelop. Within the folds of the inclosure is located the inset C. This inset comprises two flexible cards *c c* upon the inner face of which is placed the advertising or

other matter to which it is desired to call the attention of the recipient of the letter. These cards are placed face to face, as shown in Fig. 3, and corresponding ends of each are provided with two slots *c'*. The one end of a rubber band *c²* is passed through the slots in one card, as shown in Fig. 5, and the other end passed through the slots in the other card. This band, when the inset is in its inclosed position, passes around the outside of the two cards and around the other ends, as shown, the band in such position being in tension. This being the position, when the letter is removed from its envelop and unfolded the band will cause the two flexible cards to double up in the position shown in Fig. 4 and the two cards thereby be ejected from the inclosure. Upon being so ejected they assume a normal position such as is illustrated in Fig. 5 in which the elastic band is in a normal or unstretched condition.

Other modes of applying the principle of my invention may be employed, instead of the one explained, and change may be made as regards the mechanism herein disclosed, provided the means covered by any one of the following claims be employed.

I, therefore, particularly point out and distinctly claim as my invention:—

1. In a device of the class described, the combination of a folded inclosure, means for securing the latter in its folded condition, two cards placed within the folds of the inclosure, and an elastic band in tension secured to a corresponding end of each card passing around the outside of the other end of each card and adapted to eject said cards from the inclosure when the latter is unfolded.

2. In a device of the class described, the combination of a folded inclosure, means for securing the latter in its folded condition, two cards placed face to face within said inclosure, and an elastic band in tension secured near the edge of one card and passing around the opposite ends of both cards and secured near the edge of the other card corresponding to that of the other card to which said band is secured; said band adapted to eject said card from the inclosure when the latter is unfolded.

3. In a device of the class described, the combination of a folded inclosure, means for securing the latter in its folded condition, two flexible cards placed within said inclosure, and an elastic band in tension secured to a corresponding end of each card passing around the outside of the other end of each card, and adapted, when the in-

closure is unfolded, to flex said cards and eject same from the latter inclosure. 10

Signed by me, this 2nd day of November, 1907.

EDWIN A. MASTICK, JR.

Attested by:

JENNIE E. GARY,
LENA A. DULAM.