

R. NAUMANN.
ADVERTISING NOVELTY.
APPLICATION FILED APR. 3, 1908.

912,402.

Patented Feb. 16, 1909.

Fig. 1

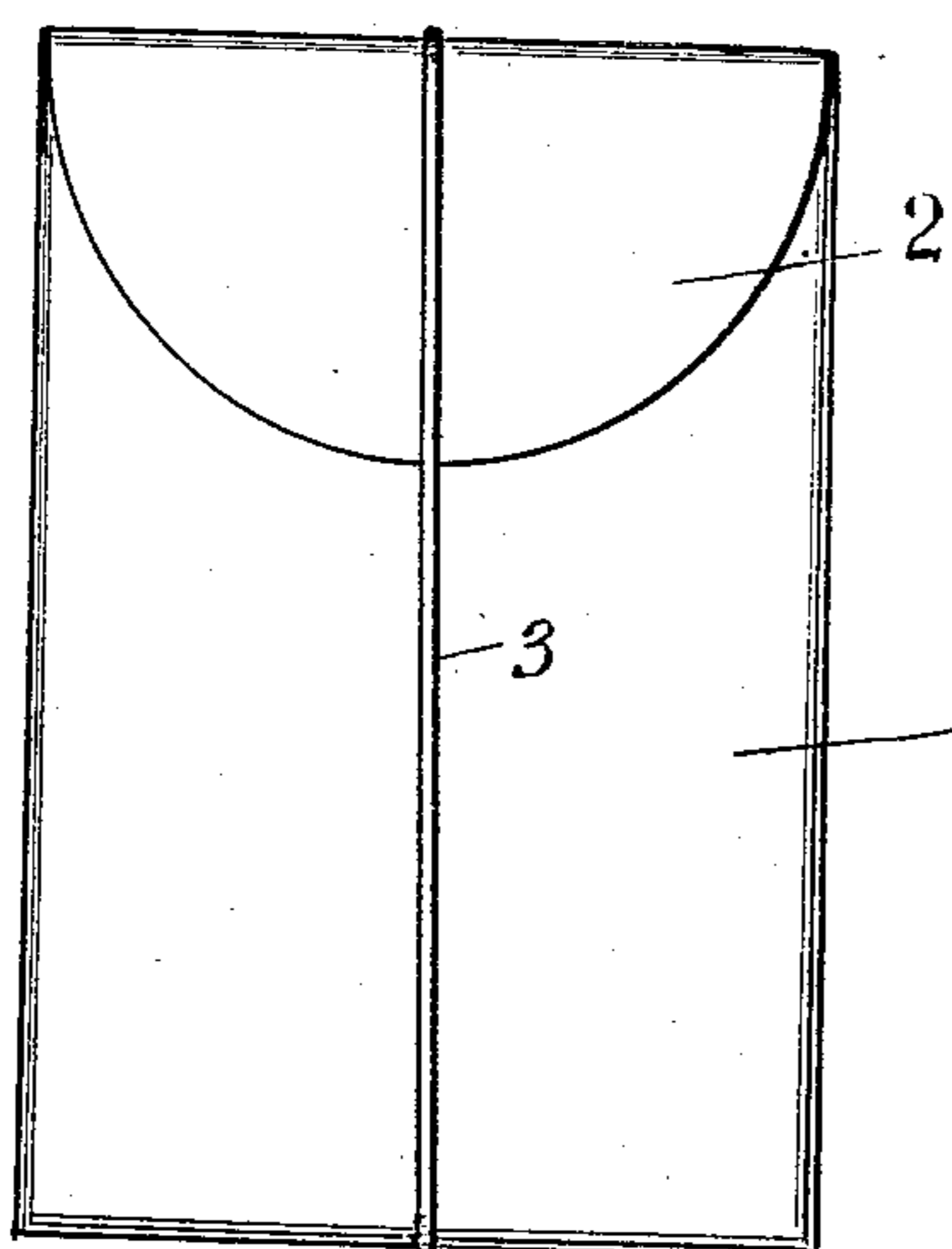


Fig. 2

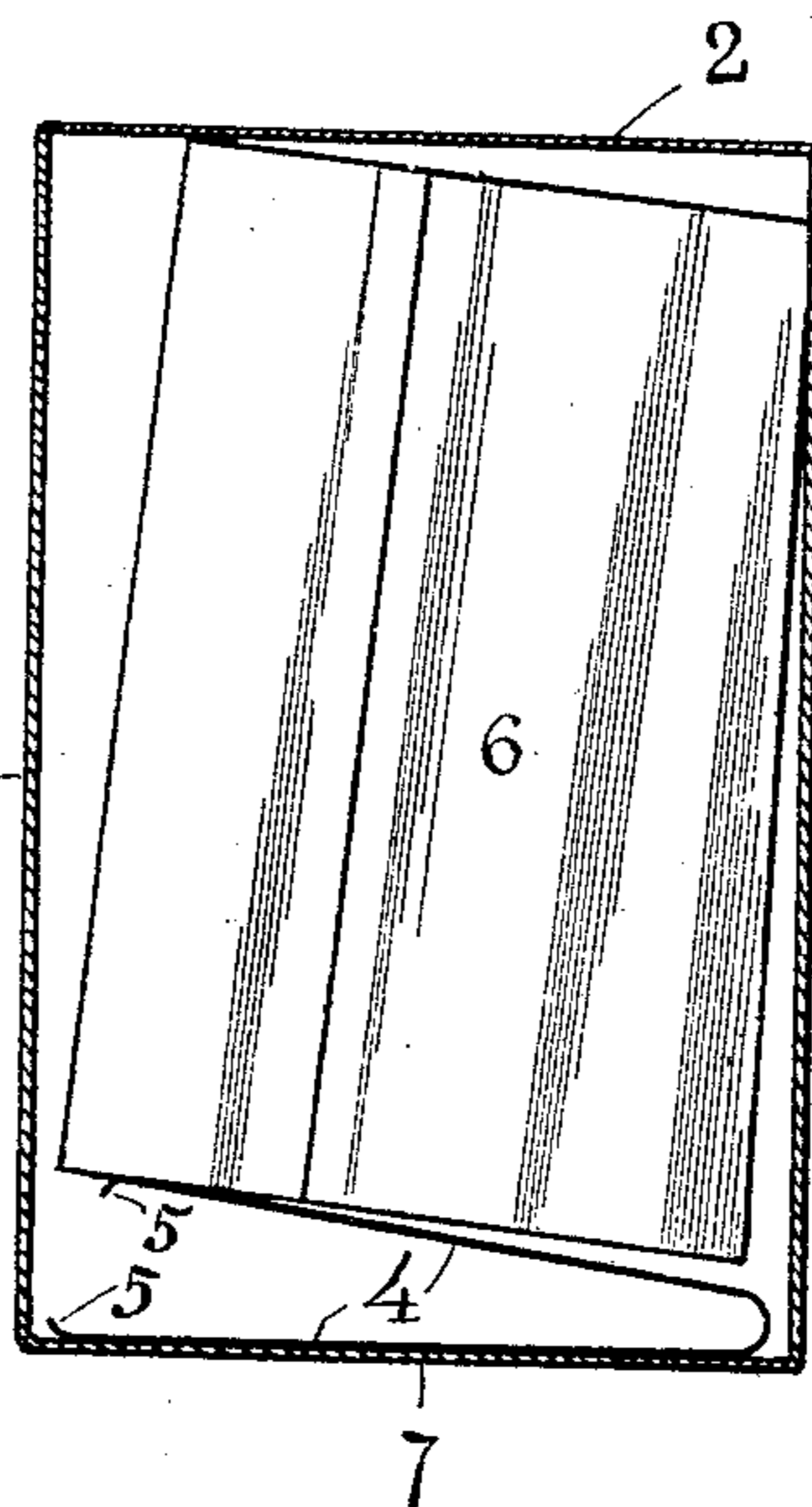


Fig. 3

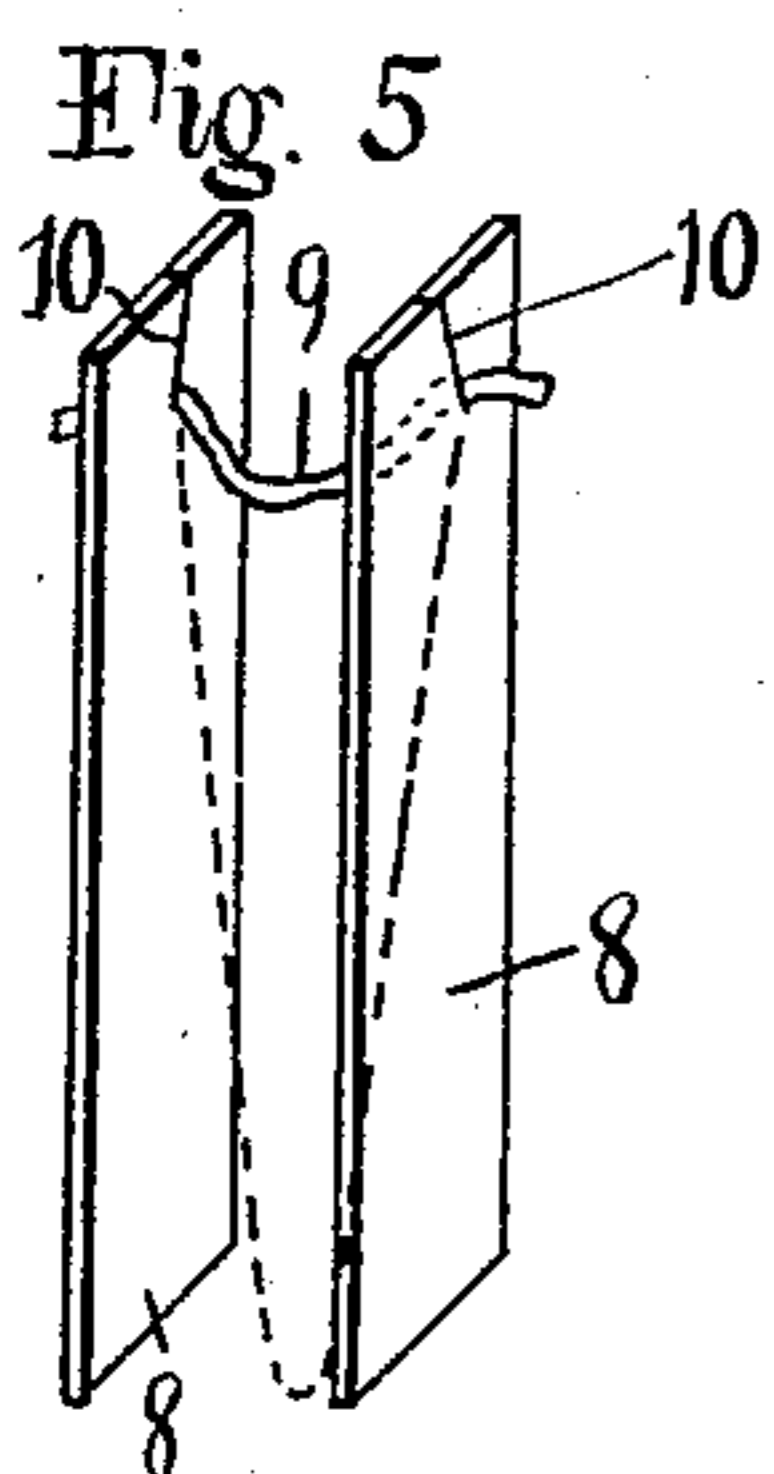
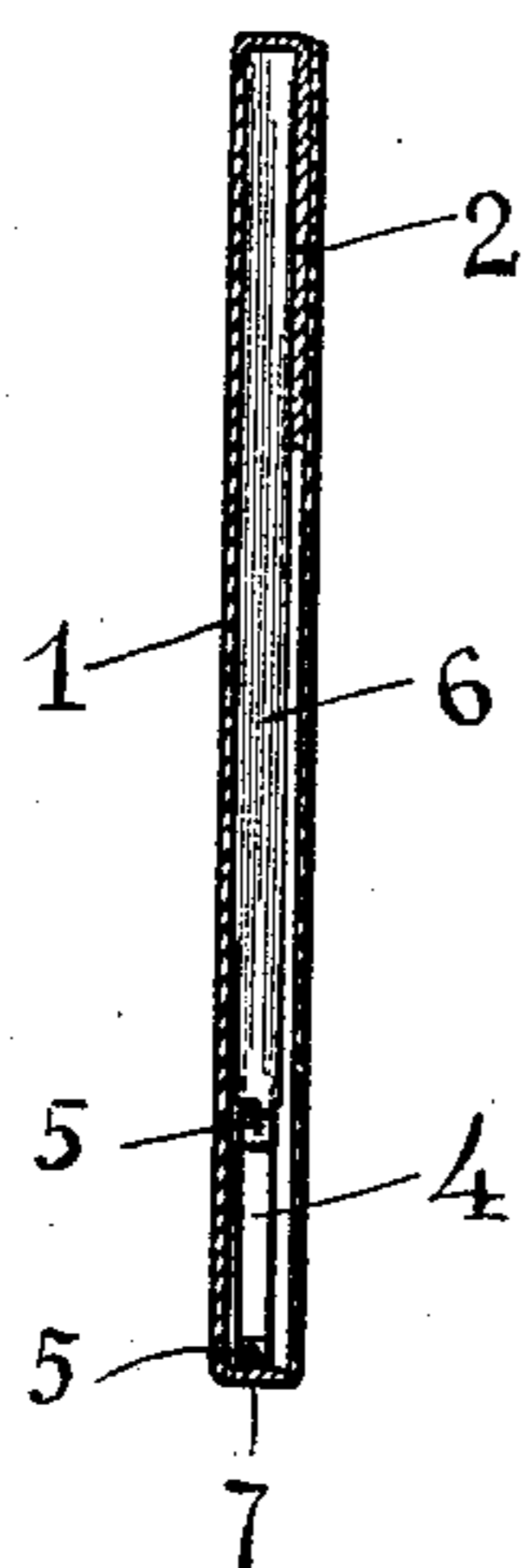


Fig. 4

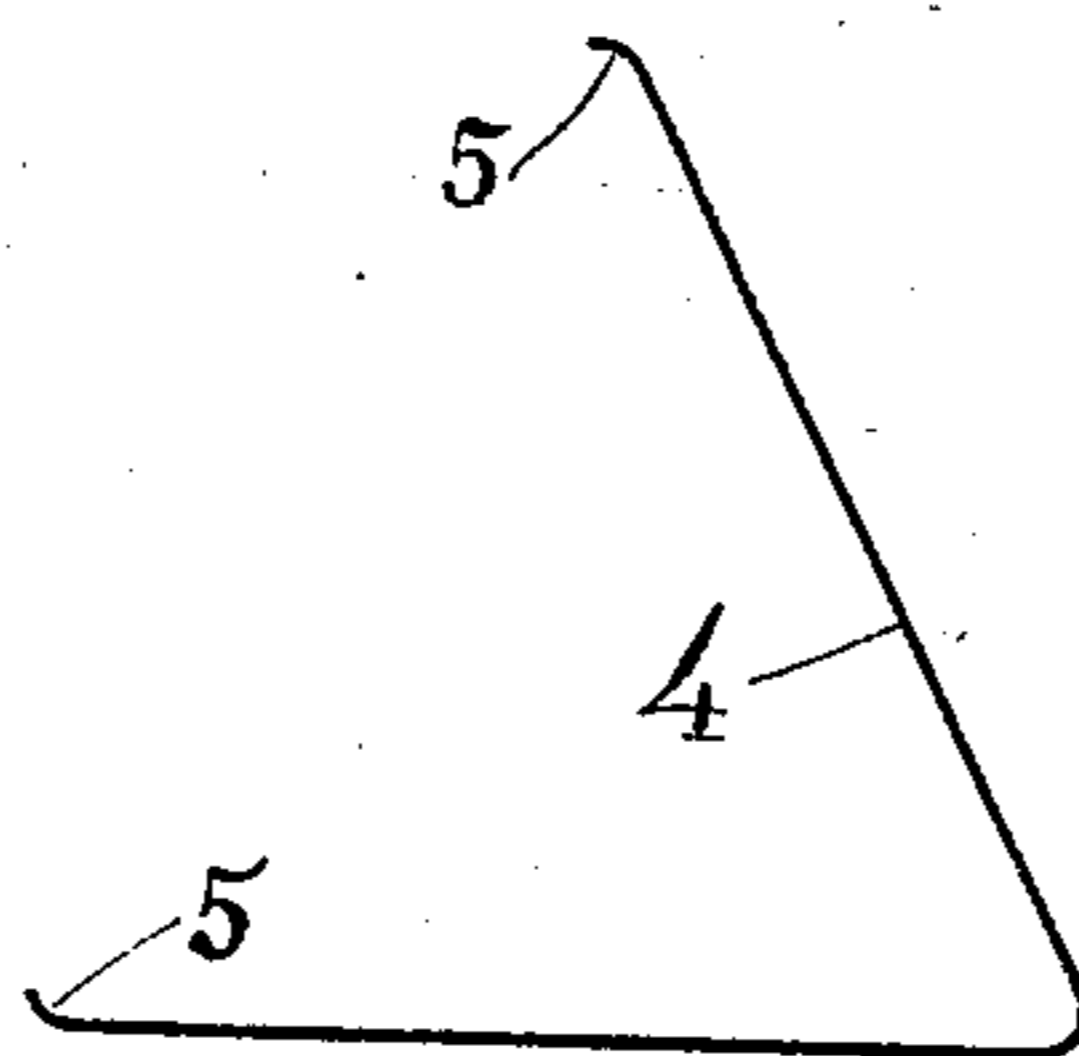
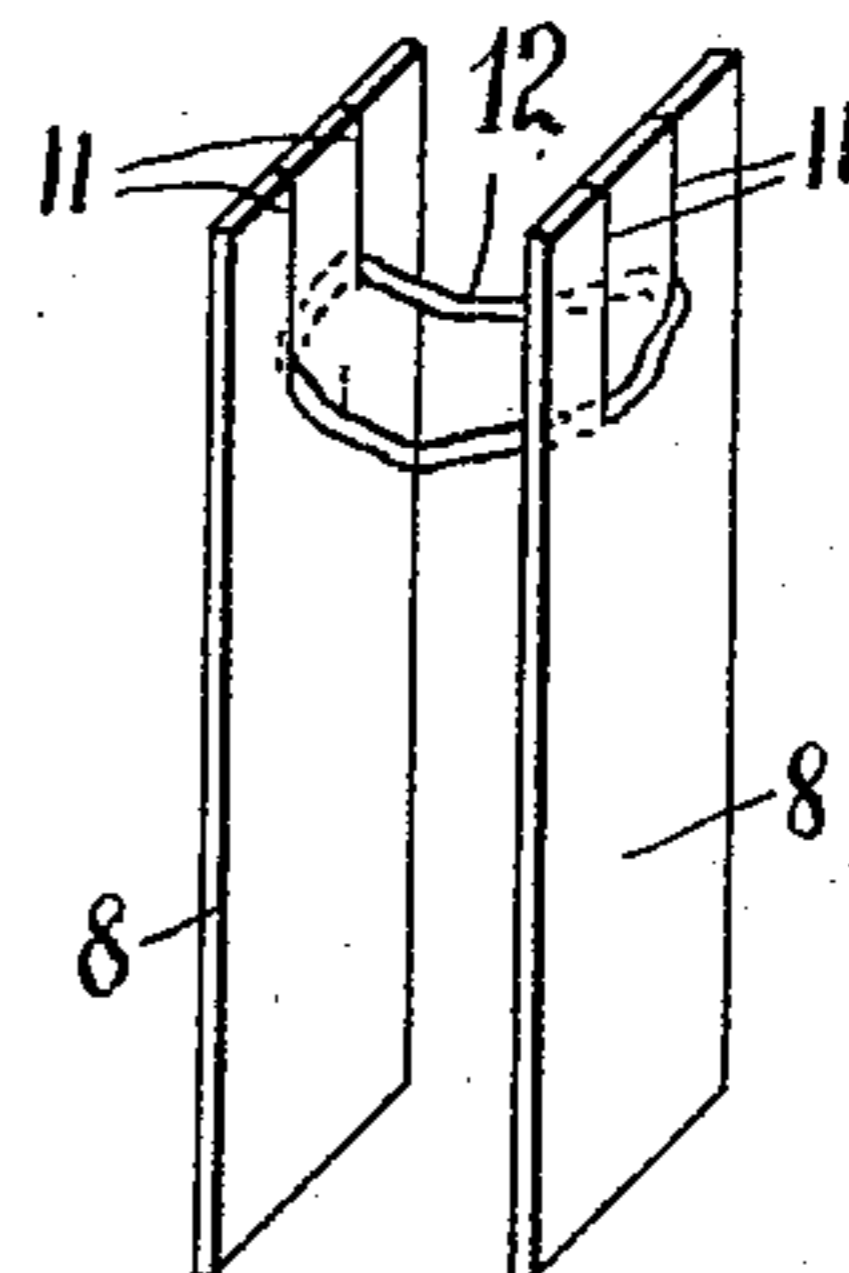


Fig. 6



Witnesses
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UNITED STATES PATENT OFFICE.

ROBERT NAUMANN, OF NEW YORK, N. Y.

ADVERTISING NOVELTY.

No. 912,402.

Specification of Letters Patent.

Patented Feb. 16, 1909.

Application filed April 3, 1908. Serial No. 424,862.

To all whom it may concern:

Be it known that I, ROBERT NAUMANN, a citizen of the United States, and a resident of the borough of Manhattan, in the county of New York and State of New York, have invented a certain new and useful Advertising Novelty, of which the following is a specification.

This invention relates to advertising novelties, of a kind adapted to be sent through the mails inclosed in an envelop, and the particular object of the invention is to provide means within the envelop which will cause a surprise and attract the attention to the contents of the envelop when the latter is opened.

In the following specification this invention is set forth in detail and reference is had to the accompanying sheet of drawing in which—

Figure 1 is an outside view of my advertising envelop; Fig. 2 is a sectional view showing the parts contained in the envelop; Fig. 3 is a sectional view similar to Fig. 2, but at right angles thereto; and showing a modified form of envelop. Fig. 4 is a detail view of a spring member. Fig. 5 shows one form of a spring member made up of card boards and a spring of rubber band. Fig. 6 shows a similar spring member in modified form.

In the said drawings the reference numeral 1 denotes an envelop of suitable size and construction, such as may be procured in the open market.

2 is the flap of the envelop.

The advertising matter 6 is shown in the form of a piece of paper folded and upon which the desired advertisement is printed.

4 is a steel spring adapted to fit inside the envelop and having its ends 5 rounded to prevent catching and tearing.

It will be seen from Fig. 2 how this advertising envelop is made up. The spring 4 is inserted in the envelop so that the one arm of the spring lies flat against the bottom 7 of the envelop. Next the advertising matter 6 is folded so as to nearly occupy the thickness of the envelop and it is then forced down into the same and on top of the spring 4, compressing the latter to the position about as shown in Fig. 2. It is then held there in this position, while the flap of the envelop is folded over and which said flap may be secured as shown in Fig. 1 by means of a rubber band 3, or as shown in Fig. 3, the envelop may be made of slightly heavier stock and the flap 2 folded inside the envelop. It will

also be seen from this figure that the advertising matter 6 nearly fills the inside space of the envelop and is pressed upward against the flap of the envelop by the tension of the spring 4.

In Figs. 5 and 6 I have shown a different form of spring member and one which may be used to advantage, particularly where the advertising matter cannot be folded so as to fill out the envelop. As shown in Fig. 5 the spring member is composed of two pieces of card board 8, 8 of about the same size as the envelop 1. A string of elastic or rubber band 9 is forced into slits 10 in the card board 8 and it will be noted that these slits 10 are cut at an angle to one another. In Fig. 6 the card boards are shown provided with double slits 11, 11 into which is forced a double rubber band 12. When these two forms of spring member are used in the envelop, the advertising matter is folded as before, placed on top of the rubber bands and then forced down, thereby expanding the band as shown in dotted lines in Fig. 5. The tension of the rubber band acts in the same manner as the compressed spring 4 and the moment the envelop is opened, the advertising matter is shot out. I have found that by cutting the slits 10 at an angle the rubber band is perfectly secured, while for heavier advertising the double or continuous band 12 is preferable. Another advantage is that the shooting out of the advertising matter is done in a straight line by the rubber bands, where the spring 4 has a tendency to bind to the one side.

The operation of this device will readily be appreciated as it will be seen that when the receiver of the envelop opens the same, either by removing the rubber band or by pulling up the flap 2 the advertising matter 6 is shot out by the action of the spring and this necessarily causes a surprise and arouses the curiosity of the receiver and directs his attention to the advertising matter and the device has accomplished its object.

I may, of course, use other elastic or resilient means to accomplish the shooting out of the envelop of the advertising matter, but the spring as shown can be manufactured very cheaply and is easy to insert in the envelop. Other modifications may also be made within the scope of the claim.

I claim:

An advertising novelty consisting of an envelop having a turned over flap, an article

loosely placed within the envelop, and a single unattached spring member loosely seated in the bottom of the envelop and confining the article between itself and the envelop
5 flap, whereby when the envelop is opened, the article will be suddenly and completely ejected.

Signed at New York in the county of New York and State of New York this 2 day of April A. D. 1908.

ROBERT NAUMANN.

Witnesses:

IVAN KONIGSBERG,
E. VAN ZANDT.