W. O. HOLT.

ADVERTISING CARD.

APPLICATION FILED DEC. 17, 1908.

940,316.

Patented Nov. 16, 1909.

Fig. 1.

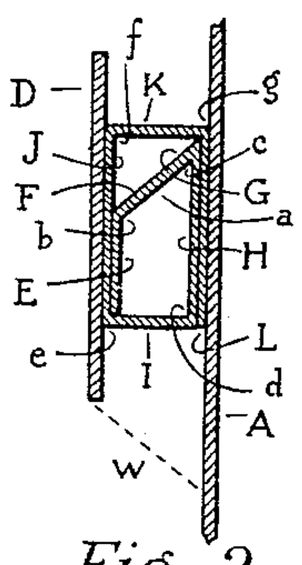

Fig. 2.

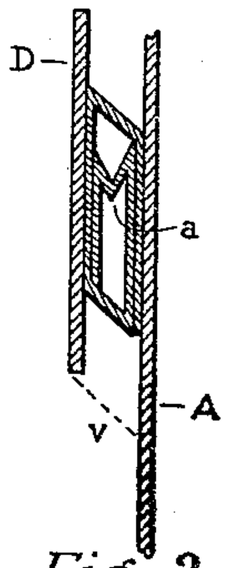

Fig. 3.

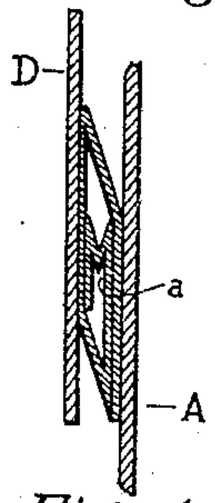

Fig. 4.

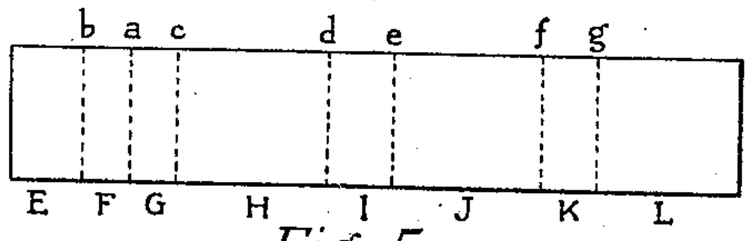

Fig. 5.

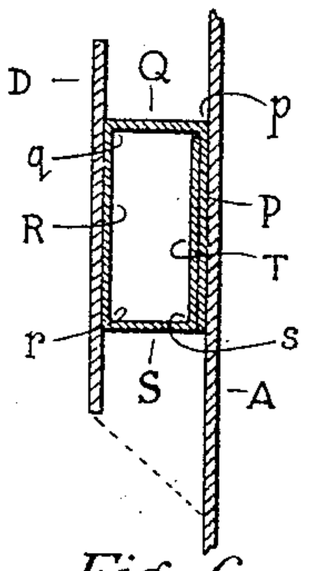

Fig. 6.

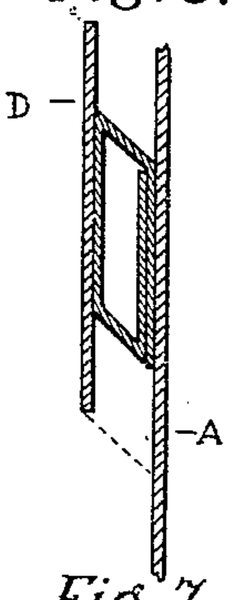

Fig. 7.

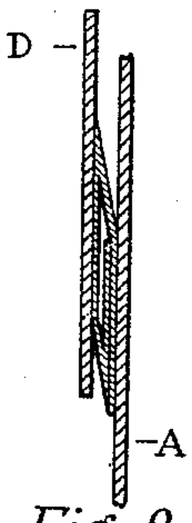

Fig. 8.

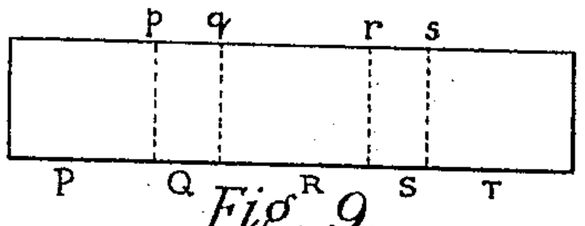

Fig. 9.

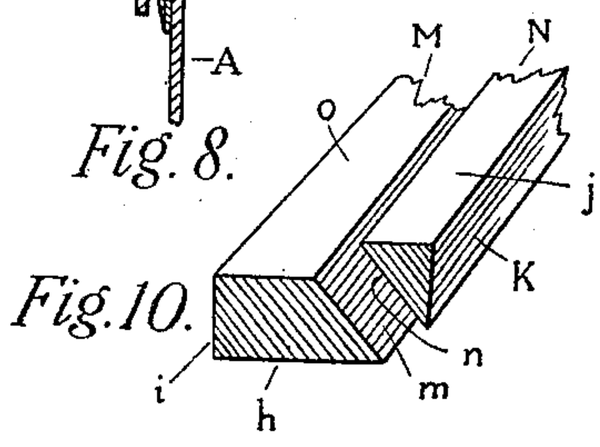

Fig. 10.

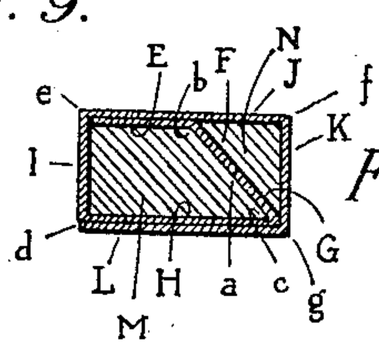

Fig. 11.

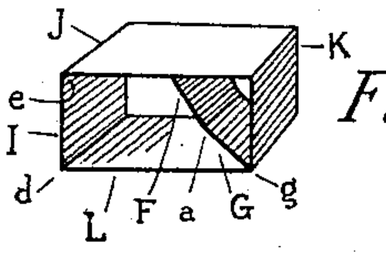

Fig. 12.

WITNESSES

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ATTORNEY

UNITED STATES PATENT OFFICE.

WALTER O. HOLT, OF PROVIDENCE, RHODE ISLAND, ASSIGNOR TO LIVERMORE & KNIGHT COMPANY, OF PROVIDENCE, RHODE ISLAND, A CORPORATION OF RHODE ISLAND.

ADVERTISING-CARD.

940,316. Specification of Letters Patent. **Patented Nov. 16, 1909.**

Application filed December 17, 1908. Serial No. 468,063.

To all whom it may concern:

Be it known that I, WALTER O. HOLT, a citizen of the United States, residing at Providence, in the county of Providence and State of Rhode Island, have invented certain new and useful Improvements in Advertising-Cards, of which the following is a specification, reference being had therein to the accompanying drawings.

Like reference letters indicate like parts.

Figure 1 is a front elevation of my improved advertising card. Fig. 2 is a view in vertical cross section showing the card board base, the card board letter and the supporting means for said letter. Fig. 3 is the same as Fig. 2, except that the letter-supporting means are partially closed and stand at an acute angle. Fig. 4 is the same as Fig. 2, except that the letter-supporting means are represented in a collapsed condition and position for mailing purposes. Fig. 5 is a plan view of the card board strip, from which said letter-supporting means are made. Fig. 6 represents in vertical cross section a modified form of the letter-support, which in this instance is made in the form of a mere parallelogram. Fig. 7 is the same as Fig. 6, except that the letter-support is partially folded. Fig. 8 is the same as Fig. 7, except that the letter-support is entirely collapsed. Fig. 9 is a plan view of the strip of card board from which is made the letter-support shown in Figs. 6, 7 and 8. Fig. 10 is a perspective view of the form, on which the letter-support of Figs. 2, 3 and 4 is shaped. Fig. 11 is a transverse section of said form, with the card board strip folded thereon. Fig. 12 is a perspective view of the letter-support shown in Figs. 2, 3 and 4.

My invention relates to an advertising card, on which certain letters are printed in the usual manner (or otherwise made) in any preferred style, but other letters are supported in a plane parallel to the plane of the base, in order that they may stand out in bold relief sufficiently to cause a shadow, such shadow being variable in extent and intensity according to changes in the angularity of the letter-supporting means.

My invention relates to advertising devices, and it consists of the novel construction and combination of the several parts as hereinafter described and specifically set forth in the claims.

In the drawings A represents a piece of card board, constituting the base of the structure. On the card A are printed, embossed, or otherwise formed, in any preferred style, such letters, numerals, symbols, pictures, or other desired matter, as indicated in Fig. 1 by the reference letters B and C. Other letters, numerals, symbols, pictures, or other desired matter, constituting the particular word or information, which is the more emphatic or more important part of the advertisement, are cut separately from card board, preferably of a strongly contrasting color, or of a greater degree of reflecting power, so as to be especially illuminated by the rays of light, which fall upon it. These last named letters are indicated in the drawings by the reference designation D, and are shown in top plan in Fig. 1 and in vertical cross section in Figs. 2, 3, 4, 6, 7, and 8.

A strip of card board, or other suitable material, is separately shown in Fig. 5. It has the transverse score or groove *a* and the bends *b*, *c*, *d*, *e*, *f* and *g*. The parts so divided off upon the card are marked in the drawings as E, F, G, H, I, J, K and L, respectively. This strip, when bent and secured together as presently explained, constitutes the letter-support. It may be made by any desired method, but I have found the wooden or other form or pattern useful, as illustrated in Figs. 10 and 11. It comprises two strips M and N, of which the strip M is trapezoidal in cross section and the strip N is triangular in cross section, so that when the sloping surface *m* of the strip M and the sloping surface *n* of the strip N are put together, as shown in Fig. 11, the two strips form a right-angled parallelogram. The part E of the strip is laid upon the surface *o* of the strip M; the parts F and G upon the surface *m;* the part H upon the surface *h;* the part I upon the surface *i;* and the part J overlaps the part E. The part J is also laid upon the surface *j* of the strip N; the part K upon the surface *k;* and the part L overlaps the part H. The parts E and J, where they are in contact, are glued or otherwise secured together, and the parts H and L are glued or otherwise secured together, all as best shown in Fig. 11. When the letter-support has been so constructed and has dried, the strips M and N are withdrawn, thus leaving the letter-sup-

port in the shape shown in Fig. 12. The surface J of the support is glued or fastened to the under surface of the letter D, and the surface L is glued or fastened to the outer surface of the base A, as represented in Fig. 2.

By means of the bends *a*, *b*, *c*, *d*, *e*, *f* and *g* the letter support is flexible, and when fully extended, as in Fig. 2, the letter D stands out quite a distance from the base A, but is parallel therewith. It cannot, however, sag by its weight, or otherwise come into a position in which the parts I or K can exceed a right angle in relation to the base A, because the parts F and G constitute a stay to counteract the effect of gravitation of the letter or symbol D, the groove or scoring *a* enabling the parts F and G to extend in one plane, as in Fig. 2, or at a slight angle with each other as in Fig. 12. The groove or score *a* also aids in the collapse or folding of the letter-support, as seen in Figs. 3 and 4. Thus, the card board letter D may be adjusted by hand to stand away from the base A at such distance as may be desired, within the capacity of said adjusting means, but in whatever position it is placed, it is always parallel to the base A. Now, if light be directed diagonally upon the advertising card shown in Fig. 1, as, for example, along the line of the arrow *x* and in rays parallel therewith, it will cast a dense shadow of each of such elevated and supported letters D, which shadow will fall upon the surface of the base A, as illustrated in Fig. 1. This shadow, being in great contrast with the bright, reflecting surface of the raised letters D, will cause said letters to stand out in high relief against the exposed surface of the base A as a background. The line or direction of such shadow is indicated in Fig. 2 by the dotted line *w*. The raised letters D are in this manner made very conspicuous and are adapted to attract attention to the word or advertising matter so displayed upon the card.

The diminishing intensity of the shadow toward its outer edge distinguishes the appearance of the raised letter from the ordinary block letter, because in a block letter the shadow is an actual shaded edge of the substance or material of which the block letter is made, which shaded edge is ordinarily of uniform width and of uniform intensity of shadow, whereas in my device the letter shadow is less intense as it extends away from the letter and has an indefinite boundary or diminuendo effect. This gives a highly artistic character to the relief, which is all the more pleasing because it is not artificial, but is a real effect produced by natural means. As all the letters D are to be raised to the same plane, parallel to the base A, the shadow is of uniform width; but if the letter D is nearer to the base A, as in Fig. 3, compared with its position in Fig. 2, it is seen that the shadow line *v* is less in extent than the shadow line *w*, so that there is a variability of the width of the shadow according to the adjusted position of the letter D.

The letter shadow can be directed at will, according to the angle of illumination, to produce it on either side of the letter, or at the top or bottom, and the width of the shadow is determined by the distance from the base of the supported letter D, as already explained.

The close folding of the letter-supports, represented in Fig. 4, renders the letters collapsible to lie in proximity to the base A, thus adapting the device for packing or mailing purposes.

The uniform width of the strip shown in Fig. 5 makes the folded structure (Figs. 2, 3, 4 and 12) when glued or fastened to the letter D and the base A, as already explained, movable only in one plane, and affords the requisite stability to the letters D, so elevated thereby.

A modified form of the letter-support is shown in Figs. 6, 7, 8 and 9. In this form the strip of card board has the bends *p*, *q*, *r* and *s*, which divide the strip into the integral portions P, Q, R, S and T, the part R being glued or fastened to the under surface of the letter D; the parts P and T being glued or fastened to each other; and the part P being glued or fastened to the outer surface of the base A as best seen in Fig. 7. In this construction, the stay piece F G shown in Figs. 2, 3, 4 and 12 is dispensed with.

I claim as a novel and useful invention and desire to secure by Letters Patent:—

1. In an advertising device, a base capable of reflecting light; a letter or symbol in parallelism with respect to said base and capable of reflecting light; and means interposed between the letter or symbol and base for varying at will the intensity of the shadow cast upon the base from said letter or symbol and caused by said light.

2. In an advertising device, the combination of a source of light; a base capable of reflecting said light; a letter or symbol permanently extending in parallelism with respect to said base and capable of reflecting said light; and shiftable means interposed between the letter or symbol and base for varying at will the width of the shadow cast upon the base from said letter or symbol and caused by said light.

3. In an advertising device, the combination of a base; an adjustable support mounted upon the base; a letter or symbol mounted on said support; and means for limiting the gravitative movement of the letter or symbol so mounted, when the base is extended in a vertical plane.

4. In an advertising device, the combina-

tion of a base; a letter or symbol extending parallel with said base; and a collapsible support fastened on one side to the base and on the opposite side to the letter and comprising a folded strip in the form of a parallelogram, with a diagonally extending stay piece within said parallelogram.

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

WALTER O. HOLT.

Witnesses:
HOWARD A. LAMPREY,
WARREN R. PERCE.