

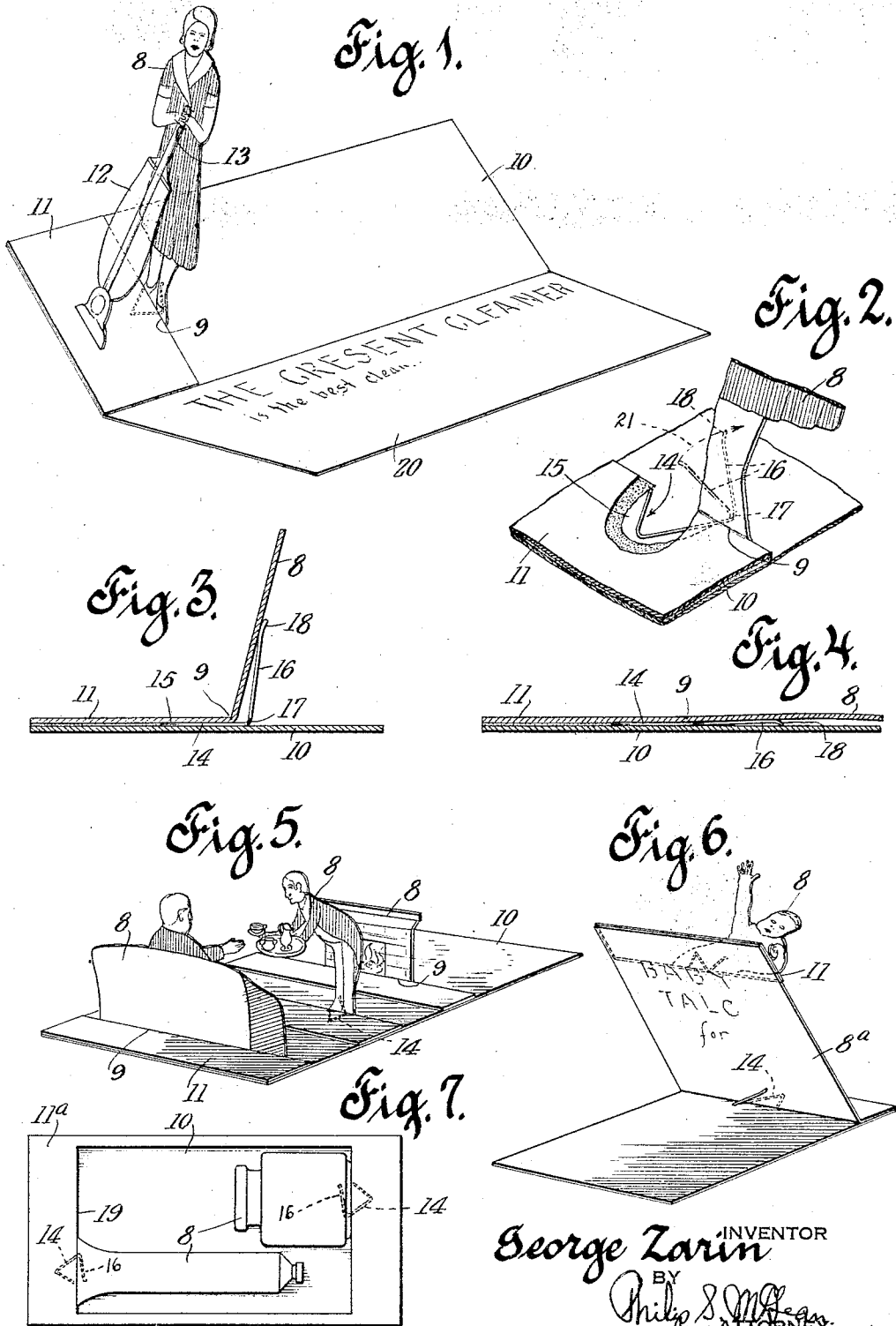
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ADVERTISING NOVELTY

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ADVERTISING NOVELTY

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The objects of this invention are to provide a "surprise" novelty for advertising and other purposes, which will be simple, inexpensive and easily assembled, and which will be particularly attractive and practical in all respects.

The objects stated and other related objects are attained in this invention by the novel features of construction, combinations and relations of parts hereinafter described, illustrated and broadly claimed.

The drawing accompanying and forming part of the specification illustrates a number of the many possible different forms of the invention and it will be understood that the structure may be further modified and changed, all within the true intent and scope of the invention.

Fig. 1 is a perspective view illustrating the invention as applied to a folder for advertising vacuum cleaners or the like; Fig. 2 is a broken part sectional detail illustrating on an enlarged scale the arrangement and construction of the spring for raising the movable figure; Figs. 3 and 4 are broken sectional details illustrating the action of the spring; Figs. 5 and 6 are perspective views illustrating other forms of the invention; Fig. 7 is a plan view illustrating another embodiment of the invention.

In the first view, a movable figure is shown at 8, hingedly mounted along the line 9, on a suitable base 10. In practise, this base may be a sheet of cardboard or the like, and the movable figure may be formed from the same or a similar sheet of cardboard, constituting, for example, an integral part of a base piece 11, secured adhesively or otherwise, over the base 10. The figure shown, is that of a woman carrying the representation 12, of a vacuum cleaner, by having the handle portion of the latter operating through a slit 13 at the hands of the figure, giving the effect of a person operating a vacuum cleaner.

The combined figure in the first illustration is thrown upward to a standing position by a small spring illustrated as consisting of a single piece of spring wire having a substantially V-shaped base portion 14, caught flat in a pocket space 15, between the base 10 and

the overstanding portion 11 and provided at one end of the V with an angularly bent spring arm 16, standing in back of the figure which is to be raised. This spring arm operates as a lever connected with the end of the V-shaped base by a hinge bend at 17, the resiliency of this hinge and of the lever enabling the latter to fold down substantially flat between the base and the figure portion 8, substantially as indicated in Fig. 4. The lever portion of the wire is indicated as rounded at 18, adjacent the free end of the same to provide a bearing sliding freely over the back of the figure. This prevents tearing or scratching the figure when the latter is constructed of paper or cardboard.

The doubled or V-shaped base portion 14, of the lifting spring, provides a relatively wide flat base for the lever portion of the spring and may be quickly caught in place by simply forcing the point of the V in between the two layers 10, 11. The adhesive securing these two layers together may be omitted to actually leave an open pocket for the angled base of the spring, or this portion may be used as a wedge to cut its way in between the two adhesively secured layers of cardboard or the like. As another method of assembly, the overstanding layer 11, may be adhesively or otherwise secured to the base layer, after the base portion of the spring has been positioned therebetween, in which event, the base of the spring will be further secured by the adhesive.

The combination figure illustrated, in which a spring lifted member slidingly carries and supports a second member, is particularly interesting, as in the rising movement, the attached member slides out in front of the spring lifted member in the relation indicated in Fig. 1, so as to produce a realistic impression, in the example given, of a person operating a vacuum cleaner.

The character of the figure and other elements will vary according to different requirements. Thus in Fig. 5, three spring lifted figures 8 are shown, producing a transformation effect of a room in which an individual on a settee is being served in front of a fireplace.

In Fig. 6, the raised member 8a is not strictly a figure element, being illustrated simply as a card portion carrying advertising or the like, and this member carries a figure element 8 mounted thereon in the same fashion as the figure element 8 is shown mounted on the base 10.

In Fig. 7, two figure elements 8 are shown as hingedly carried at opposite ends of the common base portion 11a, which is mounted on the base 10, these figure elements being shown as folding down toward each other and swinging upward in opposite directions through the cutout part 19 of the base portion 11a.

If desired, the device may be made up in the form of a folder, as illustrated in Fig. 1, where a leaf portion 20, hinged to the base may be folded down over the spring lifted figure to retain the latter, for example, when the device is being placed in a mailing envelope. This retaining leaf may carry advertising matter or serve other useful purposes.

It will be apparent that the invention may be applied and used in many different relations and combinations and may be made up either as a folder as in Fig. 1, with an overlying leaf to hold the movable element or elements repressed, or as a simple card, such as shown in Figs. 5, 6 and 7, to be enclosed within a letter or directly within a mailing envelope, the letter or the envelope, or both, then serving to hold the figures flat on the card, ready to be released when the envelope is opened. In Fig. 7, the movable elements are indicated as they appear when folded down flat and held in this relation on the card, as by an enclosing envelope, or other means. It will be noted particularly in this view and also in Fig. 2, that the spring arm 16 folds down into substantially triangular relation in respect to the two sides of the V-shaped base, the free end of the arm traversing an arcuate path substantially as indicated at 21, Fig. 2. In the course of such folding and flap lifting movements, this generally triangular formation enables the spring to occupy but a relatively small space and the arcuate path of movement causes the spring arm to increase its leverage as it lifts the flap and consequently as its spring force is reduced.

What is claimed is:

1. In a device of the character disclosed, the combination of a base, a movable member hingedly mounted on said base, a spring secured on the base at the foot of said member and having a spring tensioned arm engaging the member to raise the same into upstanding relation on the base, said spring having a substantially V-shaped base portion and the arm extending angularly from one end of the same out of the general plane of the substantially V-shaped base portion and

means for securing said substantially V-shaped base portion on the base of the device with the arm projecting angularly therefrom standing in back of the movable member.

2. In a device of the character disclosed, the combination of a base, a movable member hingedly mounted on said base, a spring secured on the base at the foot of said member and having a spring tensioned arm engaging the member to raise the same into upstanding relation on the base, said spring having a substantially V-shaped base portion, the arm extending angularly from one end of the same and the base having a pocket receiving said V-shaped base portion of the spring.

3. In a device of the character disclosed, the combination of a base, a movable member hingedly mounted on said base, a spring secured on the base at the foot of said member and having a spring tensioned arm engaging the member to raise the same into upstanding relation on the base, said spring having a substantially V-shaped base portion, the arm extending angularly from one end of the same, the movable member having a base portion secured over the base of the device and the V-shaped portion of the spring being engaged between said base and overstanding base portion of the movable member.

4. In a device of the character disclosed, the combination of a base, a movable member hingedly mounted on said base, a spring secured on the base at the foot of said member and having a spring tensioned arm engaging the member to raise the same into upstanding relation on the base, said spring and spring tensioned arm consisting of a single piece of spring wire bent in generally triangular shape with two sides of the same to form a generally flat base portion and the third side extending at an angle from said generally flat plane of the base portion from one end of said two sided base portion to form the spring arm.

5. An advertising novelty comprising a card, a figure hingedly mounted on said card and a one-piece wire spring secured on the card and engaged with said figure for lifting the latter into upstanding relation on the card.

6. An advertising novelty comprising a base, a plurality of figures mounted on said base and a single spring confined to the base and having a spring tensioned arm operating to throw the figures into upstanding relation on the base.

7. An advertising novelty comprising a base, a plurality of members hingedly mounted on the base and wire springs confined to the base for hinging said members into upstanding relation on the base.

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8. An advertising novelty comprising a card, a member hingedly mounted on said card, a second member hingedly mounted on the first member and spring means for lifting the first member on the card and for lifting the second member on the first member.

9. An advertising novelty comprising a base, oppositely hinging figure members on said base and wire springs having substantially V-shaped base portions in flat engagement with and confined to the base and spring arms extending from the ends of said substantially V-shaped base portions and operating to swing said figure members in opposite directions into upstanding relation on the base.

10. An advertising novelty comprising a supporting card, a base strip secured over a portion of the card, a movable member hingedly connected with one edge of said base strip and a wire spring having a base portion caught beneath the base strip and having a leverage extension projecting therefrom into engagement with said movable member.

11. A device of the character disclosed, comprising a support, a movable member thereon, a spring for shifting said movable member on the support comprising a generally triangular shape section of spring wire, with one side of said triangular formation biased out of the plane of the other two sides and serving as a spring lever in relation to said other two sides.

12. An advertising novelty or the like, comprising a support, a figure hingedly mounted on said support, a second figure having a slotted sliding connection with the first figure and a wire spring secured on the support and engaging the first figure for lifting both figures into upstanding relation on the support.

13. As a new article of manufacture, a spring for use with an advertising novelty, such as herein disclosed, or the like, comprising a single piece of spring wire bent into generally triangular shape with two sides of the same forming a substantially flat base and the third side extending from one end of such base portion and bent up out of the plane of the same to constitute a spring lever and said spring lever having a somewhat rounded end portion.

14. As a new article of manufacture, a spring for use with an advertising novelty such as herein disclosed or the like, comprising a single piece of spring wire doubled in the form of a generally V-shaped base portion and having a lever extension projecting from an end of such generally V-shaped base portion and deflected out of the generally flat plane of such base portion and said lever extension having a rounded end portion.

In testimony whereof I affix my signature.