

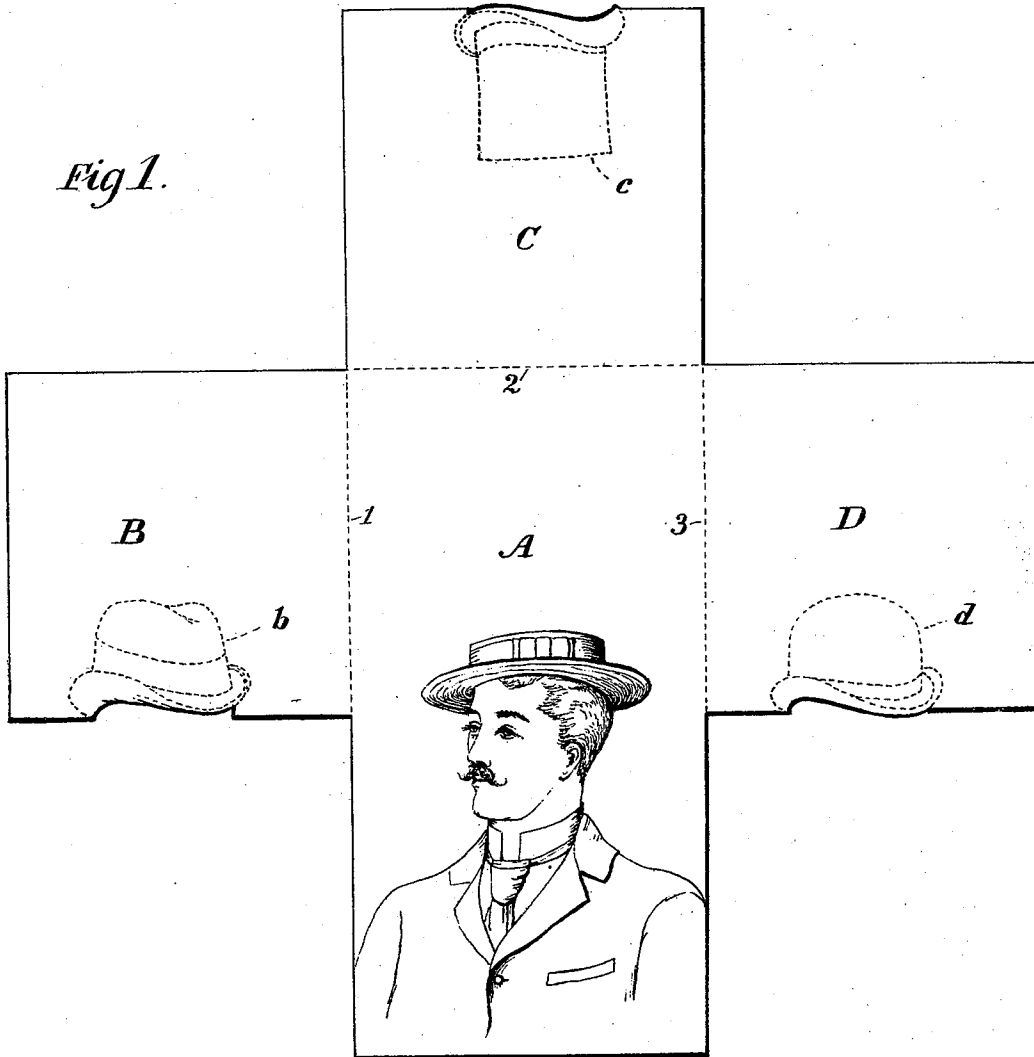
(No Model.)

2 Sheets—Sheet 1.

J. HARRISON.
ADVERTISING DEVICE.

No. 510,599.

Patented Dec. 12, 1893.



WITNESSES:

W. W. Shaw
G. B. Packard

INVENTOR

John Harrison
BY
Murphy Metcalf
ATTORNEYS.

(No Model.)

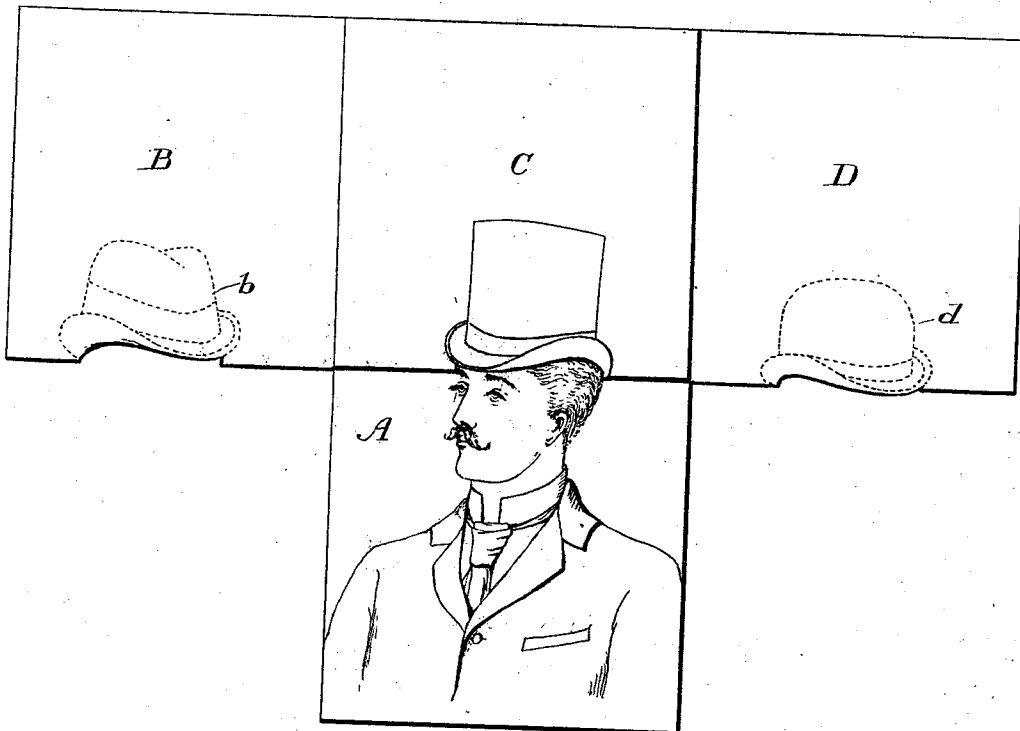
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Fig. 2.



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UNITED STATES PATENT OFFICE.

JOHN HARRISON, OF BROOKLYN, NEW YORK, ASSIGNOR TO THE HERBERT BOOTH KING & BROTHER PUBLISHING COMPANY, OF NEW JERSEY.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 510,599, dated December 12, 1893.

Application filed December 30, 1892. Serial No. 456,776. (No model.)

To all whom it may concern:

Be it known that I, JOHN HARRISON, a citizen of the United States, and a resident of the city of Brooklyn, Kings county, New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, forming part of this specification.

The object of my invention is to provide an advertising card or device for gratuitous distribution, upon which one or more advertisements may be printed, and which shall excite sufficient interest and be attractive enough to cause it to be preserved longer than an ordinary advertising or business card would be. This object I attain by means of the device shown in the accompanying drawings and more specifically referred to in the claims, although it will of course be understood that variations in the form and details of the device may be made without departing from the spirit of my invention.

In said drawings Figure 1 is a full size plan view of my device, with all the flaps open, and Fig. 2 is a similar view, but with one flap folded down.

Similar reference letters are employed to designate corresponding parts in both the views.

The device may be constructed of any desired size, the size represented in the drawings being suitable for the particular object therein shown.

The device, as will be readily understood, is made of card, bristol board, heavy paper, celluloid or similar material and is formed with a body or central member A, upon which is represented any object, such for instance as the head and shoulders of a man, in one state or condition, such for instance as appeared in a straw hat.

To the body or central member A is secured a plurality of flaps, such as the parts marked B, C and D. In the construction shown, these are formed integrally with the central member A, and creases are formed therein so that the flaps will fold on the dotted lines 1, 2 and 3. Each of the flaps is provided on its reverse side with a device, such

as the hats *b*, *c* and *d*, shown in dotted lines, so that when any one of the flaps is folded over upon the central member, the object there illustrated will be represented in a different state or condition from that in which it appears on the central member, either when the flaps are all unfolded, or when any of the other flaps are folded over upon it. Thus for instance, when the flap C is folded down on the central member, the straw hat shown in Fig. 1 will be replaced by a silk hat, as shown in Fig. 2. If now the flap B is folded over, the silk hat will be replaced by an "Alpine" hat, and if the flap D be then turned down, a "Derby" hat will appear in place thereof. The different figures or objects are preferably lithographed on the different parts of the card in colors, in order to render the device as attractive as possible, and an advertisement may be printed on either or both sides of each of the flaps, there being ample blank space left therefor, on one or both sides of the flaps.

I am aware of the fact that sectional maps have heretofore been hinged together in book form, and also that toys have heretofore been constructed with a base, bearing sections or fragments of pictorial representations, to which has been pivoted a series of revoluble plates decreasing in size, and each having a fragmentary representation arranged to register with the different fragmentary views on the base and the other plates, so that by revolving the plates ninety degrees, the pictures will be changed; but these constructions I do not claim, since an essential feature of my device is the provision of a plurality of folding flaps hinged to the different sides of the central member, each of which may be provided with blank spaces, either on one or both of its sides, in which an advertisement may be printed, and each of which may be folded down upon the central member independently of the others.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

In an advertising device, the combination of a body or central member A, having thereon a complete representation of an object in

one state or condition, and a plurality of folding flaps such as B, C and D separately hinged to different sides of the central member A, each of which flaps bears a representation of
5 a different object, and each of which has a portion of its surface cut away on a line which forms one of the contour lines of the object depicted on the flap, and which will also register with the object depicted on the central

member, whereby as said flaps are folded 10 down successively upon the central member, the object thereon depicted will appear in a different state or condition, substantially as shown and described.

JOHN HARRISON.

Witnesses:

S. G. METCALF,
WM. W. SHAW.