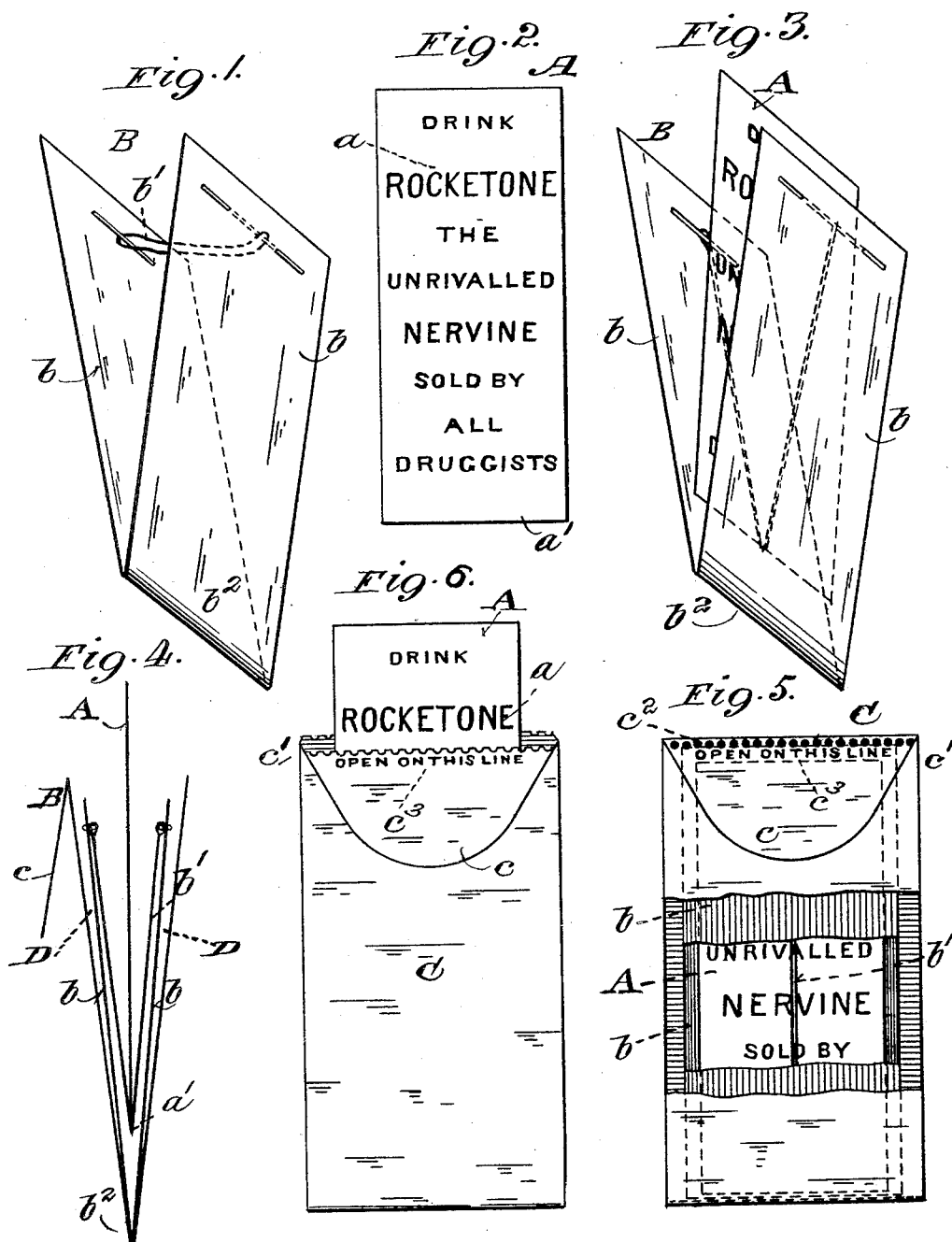


R. H. WELCH.
ADVERTISING OR OTHER ARTICLE.

No. 459,150.

Patented Sept. 8, 1891.



WITNESSES
Edward W. Furrell
A. Bonville.

INVENTOR
Ruel H. Welch
by *E. D. Moody*
his atty

(No Model.)

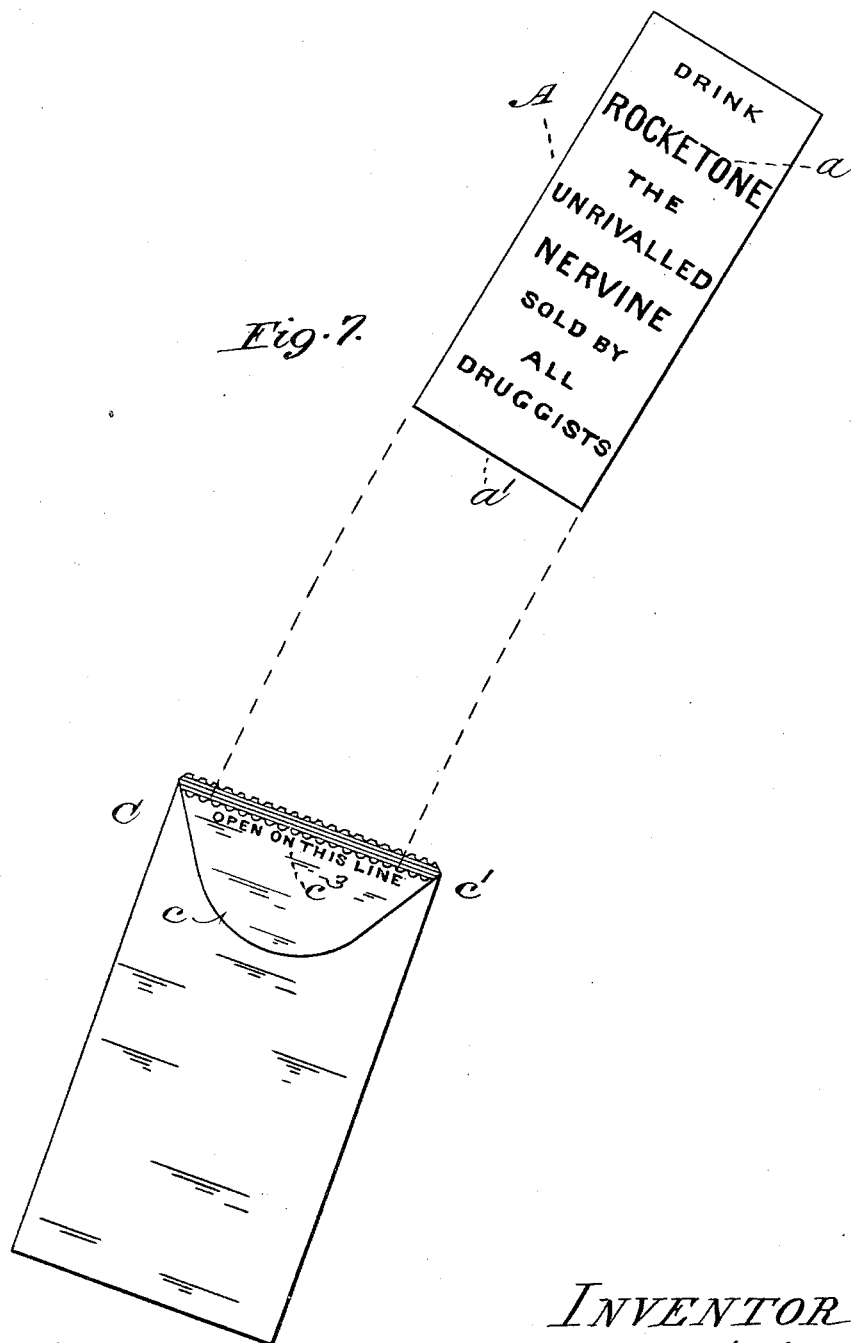
2 Sheets—Sheet 2.

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UNITED STATES PATENT OFFICE.

REUEL H. WELCH, OF ST. LOUIS, MISSOURI.

ADVERTISING OR OTHER ARTICLE.

SPECIFICATION forming part of Letters Patent No. 459,150, dated September 8, 1891.

Application filed January 23, 1891. Serial No. 378,764. (No model.)

To all whom it may concern:

Be it known that I, REUEL H. WELCH, of St. Louis, Missouri, have made a new and useful Improvement in Advertising and other Articles, of which the following is a full, clear, and exact description.

The leading feature of the device under consideration is the provision whereby a card or analogous object bearing or displaying the matter being advertised or used for other purposes is more or less suddenly ejected from an inclosing holder, substantially as is hereinafter set forth and claimed, aided by the annexed drawings, making part of this specification, in which—

Figure 1 is a view in perspective of the card-holder; Fig. 2, a face view of the card; Fig. 3, a view in perspective of the card-holder and contained card; Fig. 4, a sectional elevation of the device and card; Fig. 5, a rear elevation of the envelope used to contain the card-holder and card, a portion of the envelope being broken away to exhibit the card-holder and a portion of the card-holder in turn being broken away to exhibit the card; Fig. 6, a similar view of the envelope, but opened to release the card, which is shown protruding therefrom; and Fig. 7, a view illustrating the operation of the device, the envelope being open and the card ejected therefrom.

The same letters of reference denote the same parts.

A represents any card or analogous object suitable for use as an advertising medium, or in games, or for other purposes to which the improvement is adaptable. The card may be varied in form and style to suit the special use to which, for the time being, it is applied, and any inscription *a*, picture, character, or device may appear thereon or be attached thereto so long as the card and matter therewith associated can be readily contained in a flat or flatish package, such as or resembling an envelope.

B represents what is styled the "card-holder." It consists, essentially, of two sides or opposing parts *b b*, adapted for receiving the card between them, and an elastic tie *b'*, which at its ends, respectively, is in any suitable manner united to the parts *b b*, substantially as shown. The parts *b b* may be united at the

inner end *b²* thereof, substantially as shown. The tie is connected with said parts at or toward the outer or upper end thereof. By inserting the card between the outer ends of the card-holder parts so as to cause the inner end *a'* of the card to bear against the bight of the tie, and then forcing the card toward the inner end of the card-holder, substantially as is indicated in Figs. 3 and 4, it becomes elastically held in the holder, and when the card is released the resilience of the tie acts to expel the card from the holder with more or less force and suddenness, according to the strain upon the tie and the manner of releasing the hold upon the card—that is, if the card is at once released it is shot from the holder to a considerable distance therefrom, but if released gradually it is brought to view accordingly.

As the value of the device depends largely upon the appearance of the card being unexpected, the card-holder is adapted so that the card when contained therein is out of sight, and also adapted so that the person receiving it is inclined to open it in such a manner as to facilitate the unexpected ejection of the card. To this end the card-holder B is in turn made part of or inclosed in an envelope C, substantially as shown, which is capable of containing the parts A and B and of being sealed, as by means of the gummed flap *c*, and along that end *c'* of the envelope from which the card is to be ejected is a row of perforations *c²* or any equivalent means for facilitating the opening of the envelope at that point, and in practice the direction "Open on this line" or any equivalent direction *c³* may appear in the vicinity, substantially as shown. With the card thus therein held the envelope C may be conveniently sent through the mail, like ordinary mail-matter, or conveniently carried, and when received by the person for whom it is intended and opened, as indicated, the card unexpectedly and apparently without cause is sharply expelled from the envelope and in a manner calculated to draw the attention of the receiver of the envelope to the matter contained upon the card.

When the card-holder parts are formed of a piece or pieces separate from the inclosing

envelope, it is desirable for said parts, as by gumming them at the inner end thereof to the inside of said envelope, to be permanently attached to said envelope.

5 An additional feature of the construction is the pocket or pockets D D, which are formed in the envelope C by the insertion therein of the part B. They serve to contain the cards or other things which it is not desired to expel from the envelope.

I claim—

1. The above-described card-holder, consisting of the parts *b b*, flexibly united at the lower end *b²*, and the elastic cord *b'*, connected
15 at or toward the outer or upper ends to said parts, substantially as and for the purposes set forth.

2. The combination of the card-holder parts, elastic tie, and inclosing envelope, said
20 envelope being weakened at the end from

which the card is to be ejected, substantially as described.

3. The combination of the card, the card-holder parts, the elastic tie, and the inclosing envelope, said envelope being weakened at the
25 end from which the card is to be ejected, substantially as described.

4. The combination of the envelope C and the holder B, the parts *b b* of said holder being united by the elastic tie and the pockets
30 D being formed between said holder parts and the sides, respectively, of said envelope, substantially as described.

Witness my hand this 16th day of January, 1891.

REUEL H. WELCH.

Witnesses:

C. D. MOODY,
A. BONVILLE.