

B. COHEN.
ADVERTISING DEVICE.
APPLICATION FILED MAY 6, 1912.

1,045,372.

Patented Nov. 26, 1912.

Fig. 1

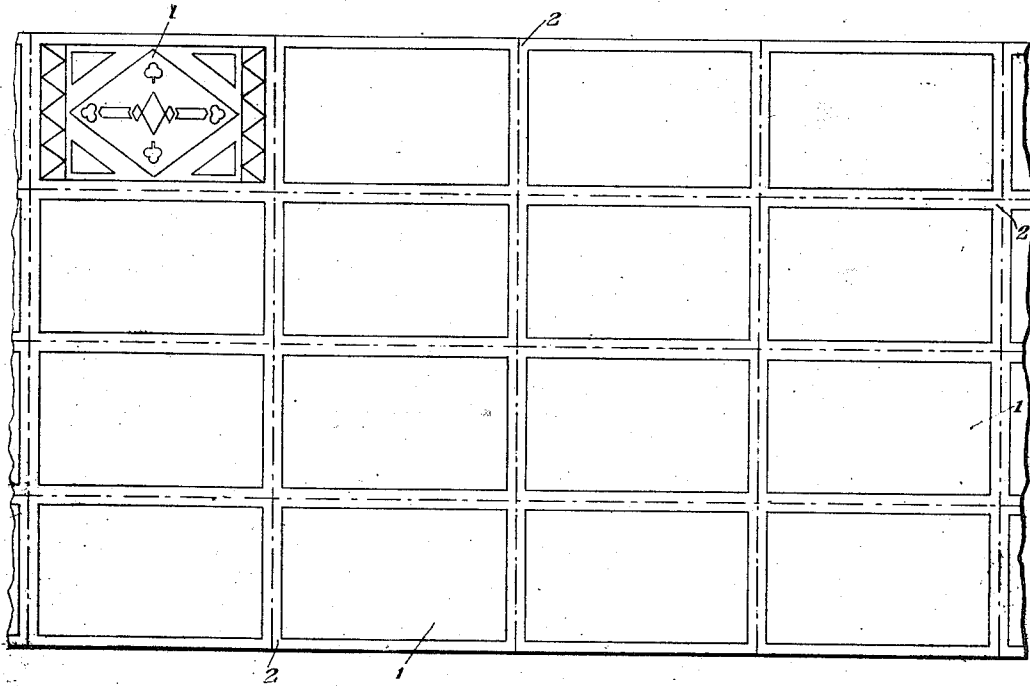


Fig. 2

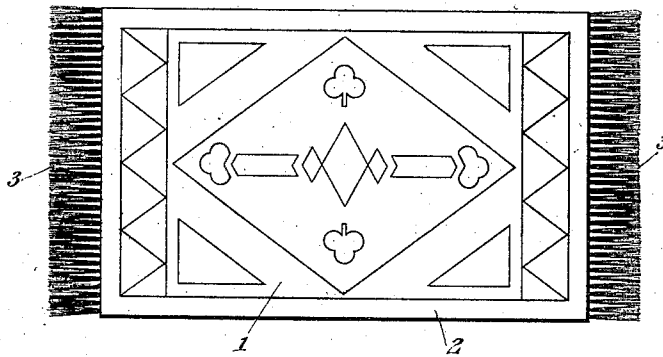
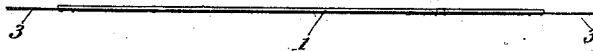


Fig. 3



Witnesses:
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UNITED STATES PATENT OFFICE.

BENJAMIN COHEN, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

1,045,372.

Specification of Letters Patent.

Patented Nov. 26, 1912.

Application filed May 6, 1912. Serial No. 695,411.

To all whom it may concern:

Be it known that I, BENJAMIN COHEN, a citizen of the United States, residing in the borough of the Bronx, city of New York, county of New York, and State of New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification, reference being had therein to the accompanying drawings, forming part thereof.

My invention relates to advertising devices and particularly to miniature rugs which are especially adapted for advertising purposes.

An object of my invention is to produce a device of this sort which will be an exact reproduction of a rug, and yet which may be manufactured at so little cost that it may be given away as an advertisement without any considerable expense.

Still other objects and advantages of my invention will appear from the following description.

As is well known, rugs are generally woven in the desired design and pattern, and each rug is commonly woven separately, thus requiring a separate and complete operation for each individual rug. This method necessarily entails considerable labor and time and expensive machinery, and consequently one of the chief costs in rugs so produced is in the manufacture.

My invention particularly comprehends miniature rug representations of full size rugs, which may be given away as advertisements. In accordance with my invention, a sheet of plain woven fabric is employed which corresponds in general texture and appearance to a rug, and on one side of this is printed a plurality of miniature designs of a rug in the correct proportions and colors, and demarcated by suitable marginal spaces. The sheet is then separated into a plurality of individual rug representations by severing the sheet along the middle lines of the marginal spaces, and preferably a strip of fringe is fastened to the ends of each individual article. A new article which may be termed a miniature imitation rug is thereby produced.

I shall now describe the embodiment of my invention illustrated in the accompanying drawings and shall thereafter point out my invention in a claim.

Figure 1, is a plan of a sheet of fabric

printed in accordance with my invention. Fig. 2 is a plan on an enlarged scale of a complete individual article. Fig. 3 is a side elevation of the same.

In the illustrated embodiment of my invention, a sheet of plain unfigured woven pile fabric of the general texture and appearance of a rug has printed upon one side thereof sixteen miniature designs of a rug of the correct colors and proportions, making thereby sixteen miniature rugs 1, each an exact duplicate of the others, and separated from each other by longitudinal and transverse marginal spaces 2 of the width of the borders of two adjacent miniature rugs 1. The sheet is then cut along the middle lines of the marginal spaces 2, as indicated in dotted lines in Fig. 1, into sixteen individual miniature rugs 1, and the articles are completed by sticking or otherwise securing a strip of fringe 3 upon each end of the miniature rugs so formed, as shown in Figs. 2 and 3.

It will be understood that the sheets of fabric may be of any convenient width or length depending upon the size of the printing press employed and upon other considerations. The advertising articles may be turned out by this process in great numbers and with great rapidity and at inconsiderable cost. The articles may be used in various ways by way of advertisement, as by including one in each package of some commodity which is to be advertised, such as a package of tobacco.

It is obvious that various modifications may be made in the construction shown and above particularly described within the principle and scope of my invention as claimed.

I claim:—

As a new article of manufacture for advertising purposes, a miniature imitation rug comprising a plain unfigured woven fabric corresponding in general texture and appearance to a rug and having printed thereon a rug representation in the simulated colors and design.

In testimony whereof, I have affixed my signature in presence of two witnesses.

BENJAMIN COHEN.

Witnesses:

WM. GEORGE GEBHARDT,
SAMUEL MILLER.