F. W. SARGENT.

ADVERTISING DISPLAY DEVICE.

APPLICATION FILED NOV. 24, 1919.

1,348,899.

Patented Aug. 10, 1920.

Fig. 1

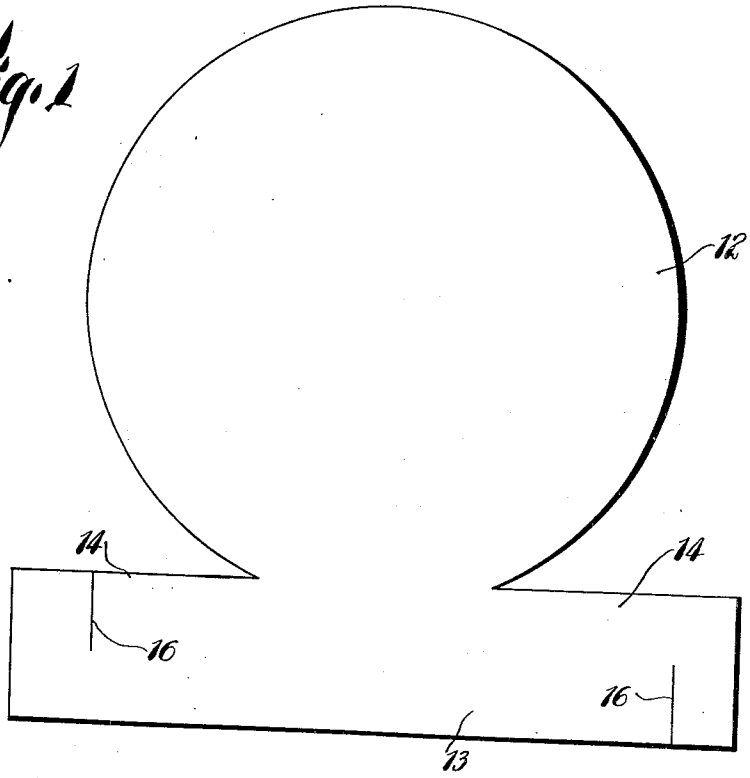


Fig. 2

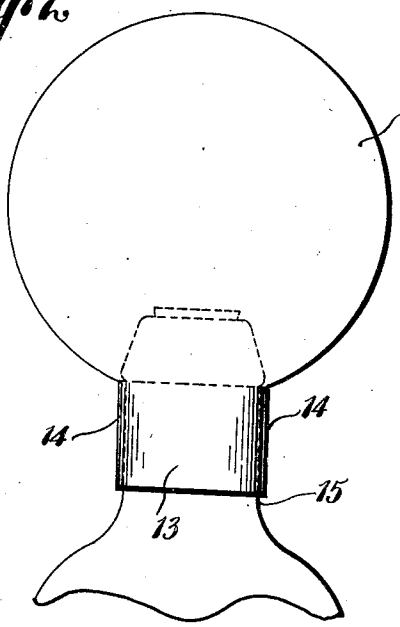
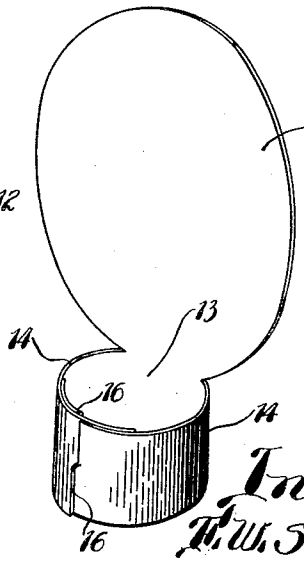


Fig. 3



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UNITED STATES PATENT OFFICE.

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ADVERTISING DISPLAY DEVICE.

1,348,899. Specification of Letters Patent. Patented Aug. 10, 1920.

Application filed November 24, 1919. Serial No. 340,083.

To all whom it may concern:

Be it known that I, FRED W. SARGENT, a citizen of the United States, residing at Brockton, in the county of Plymouth and State of Massachusetts, have invented new and useful Improvements in Advertising Display Devices, of which the following is a specification.

This invention has for its object to provide a simple, relatively inexpensive and attractive device, adapted to be engaged with a support, such as the neck of a bottle, and display advertising matter above said support.

The invention is embodied in the improved display device hereinafter described and claimed.

Of the accompanying drawings forming a part of this specification,—

Figure 1 is a side view of a display device embodying the invention, as it appears when not in use.

Fig. 2 is a side view showing the device applied to a bottle neck.

Fig. 3 is a perspective view of the device as adapted for use.

The same reference characters indicate the same parts in all of the figures.

From sheet material, such as paper of sufficient thickness to be normally flat, I cut a body comprising a display portion 12, and a wing which includes a central portion 13, joined to and projecting from one edge of the central portion, and two end portions 14, projecting oppositely from the central portion, and adapted to be bent and connected to form, with the central portion, a tubular sleeve, as shown by Fig. 3, said sleeve being of sufficient diameter to embrace a bottle neck 15. The display portion and wing are preferably integral with each other.

I prefer to connect the end portions 14 by cutting in each a slit 16, one slit extending from the upper edge, and the other from the lower edge of the end portion in which it is formed, said slits enabling the end portions to be interlocked, as shown by Fig. 3.

That part of the sleeve which is formed by the central portion 13 is in substantially the same plane with the display portion 12, the end portions being flexed from said plane, and the arrangement being such that, when the sleeve is connected with a bottle neck, the display portion 12 is held in a substantially vertical plane at one side of, and projecting above the bottle neck, so that advertising matter on the display portion is conspicuously displayed in a vertical plane in a space above a bottle which is on exhibition.

Advertising matter may be applied to one or both sides of the display portion, and to the outer side of the wing.

It will be seen by reference to Fig. 1, that the display portion 12 is considerably wider above the wing formed by the portions 13 and 14 than at its junction with said wing, so that the display portion is not flexed by the operation of bending the wing into sleeve form, and remains substantially flat.

I claim:

As an advertising display device, a normally flat body of sheet material having a display portion and a wing, said wing including a central portion joined to, and projecting from one edge of the display portion, and end portions projecting oppositely from said central portion, and adapted to be bent and connected to form, with said central portion, a tubular sleeve, adapted to surround a bottle neck, the display portion being formed to project wholly from one edge of said sleeve, and to stand beside and project in a substantially vertical plane above the neck to which the sleeve is applied, so that advertising matter may be conspicuously displayed in a vertical plane, in space above a bottle on exhibition, the display portion being wider above the wing than at its junction with the wing, so that the display portion is not flexed by the operation of bending the wing to form a sleeve.

In testimony whereof I have affixed my signature.

FRED W. SARGENT.