(No Model.)

W. W. SMITH & J. M. ISGRIG.

ADVERTISING DEVICE.

No. 598,028. Patented Jan. 25, 1898.

Fig. 1.

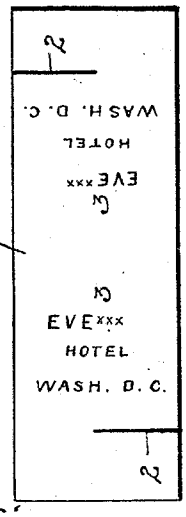


Fig. 3.

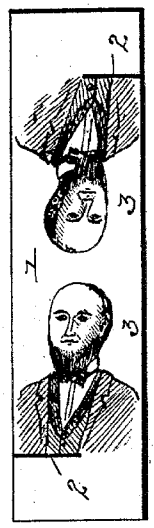


Fig. 5

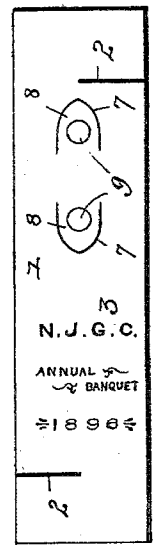


Fig. 7.

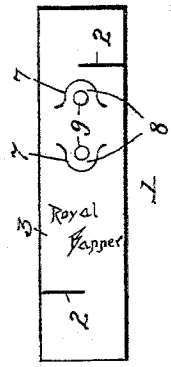


Fig. 8.

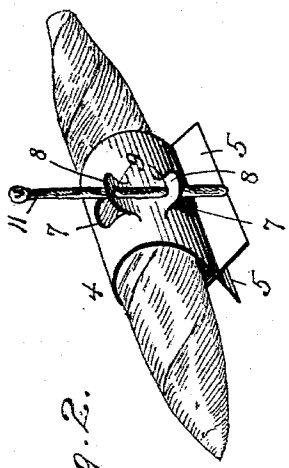


Fig. 2.

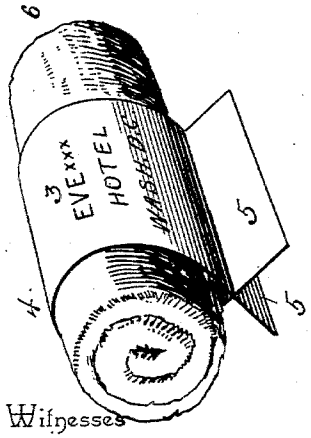


Fig. 4.

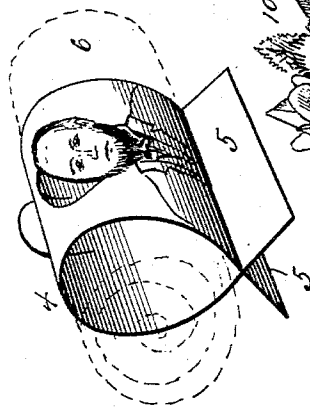
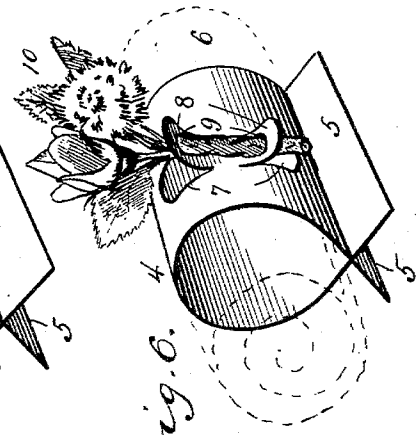


Fig. 6.



Witnesses
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THE NORRIS PETERS CO., PHOTO-LITHO., WASHINGTON, D. C.

UNITED STATES PATENT OFFICE.

WILLIAM WALLACE SMITH AND JACOB MILROY ISGRIG, OF TRAVERSE CITY, MICHIGAN.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 598,028, dated January 25, 1898.

Application filed February 16, 1897. Serial No. 623,660. (No model.)

To all whom it may concern:

Be it known that we, WILLIAM WALLACE SMITH and JACOB MILROY ISGRIG, citizens of the United States, residing at Traverse City, in the county of Grand Traverse and State of Michigan, have invented a new and useful Advertising Device, of which the following is a specification.

This invention relates to advertising devices, the object being to provide a device of this character of novel construction which may have any desired advertising matter printed or otherwise placed upon its surface and which may afterward be bent to form a loop, with its ends crossing each other and interlocked to form supporting-legs for the loop. The loop thus formed is designed to serve as a holder for a napkin, cigar, or any other article, as may be desired. The invention also contemplates forming cuts in the looped portions and utilizing the parts included within the cuts for various purposes, as will be fully described hereinafter.

In the drawings, Figure 1 is a plan view of one form of the device. Fig. 2 is a perspective view showing the blank bent into the form of a loop with its ends interlocked. Fig. 3 is a plan view of a blank, showing another form of the device. Fig. 4 is a perspective view showing the blank bent into the form of a loop, with its ends interlocked. Fig. 5 is a plan of the blank, showing another form of the invention. Fig. 6 is a perspective view of the blank bent into the form of a loop, with its ends interlocked. Fig. 7 is a plan view of a blank, showing still another form of the device. Fig. 8 is a perspective view of the blank folded into the form of a loop, with its ends interlocked.

Similar reference-numerals indicate similar parts in the several figures.

Referring to Figs. 1 and 2, 1 represents the blank, which, as shown, is oblong in shape and rectangular in form. The blank is provided with a slit 2 near each end, the slits extending from opposite edges to a point midway of the width of the blank. The advertising matter is indicated by 3. This advertising matter may be either printed, written, engraved, painted, or otherwise placed upon the blank at the option of the maker and may consist of any desirable matter suitable for advertisements. The blank is then bent in the form of a loop (indicated by 4) and the ends interlocked by means of the slits 2, thereby forming legs 5, which serve to support the loop in a horizontal plane. When in its looped form, the device will serve to hold a napkin, as indicated by 6, or any other article may be placed in it, as desired.

Referring to Figs. 3 and 4, the blank 1 is the same in form and shape and provided with the slits 2 as described in relation to Figs. 1 and 2. In this case the advertising matter 3 is in the form of portraits, the portraits being oppositely arranged. The blank is provided with cuts following substantially the outline of the heads of the portraits, in order that when the blank is bent into the loop form the heads will stand practically in a vertical position and thereby display the portrait to better advantage.

Referring to Figs. 5 and 6, the blank 1 is oblong in shape and rectangular in form and is provided with slits 2 near its opposite ends, the same as in the blanks before described. The blank, which forms one side of the loop, is provided in its middle portion with two oppositely-disposed cuts 7, separated from each other and so formed that the parts included within them will form oppositely-disposed cones 8, with their bases adjacent to each other. Each conical portion is perforated, as indicated at 9, and when the blank is bent into looped form and secured in that position the openings 9 in the two conical parts will serve to receive and support a buttonhole-bouquet, as indicated at 10.

Referring to Figs. 7 and 8, the blank 1 is the same in shape and form and is provided with slits 2 in the same manner as the blanks before described. The blank is, however, of less dimensions than those before referred to and is particularly designed to hold a cigar. The part of the blank forming one side of the loop is provided with cuts 7, which may be of the same outline as those shown in Figs. 5 and 6 or they may be of any other outline, as preferred. When the parts 8, included within these cuts, are bent outwardly, the openings 9, formed therein, will serve as a holder and support for a match, (indicated

by 11.) On the opposite side of the loop any suitable advertising matter may be placed to indicate the special brand of cigar or the name of the manufacturer or of the seller, as may be desired.

The blanks may be of cardboard, celluloid, metal, or any other suitable material having the desired flexibility and strength to serve the purpose. They may also be of any color desired.

These devices may be used by hotels or restaurants, with their card printed on them, and the guests may be permitted to take them away, when they will serve as a source of reference should the guest desire to recommend the particular hotel or restaurant to some one else. They may also be used at banquets, weddings, or other similar functions and serve as souvenirs of the occasion.

The device described is not only good as an advertising medium, but is useful and valuable as a napkin-holder, which will stand upright on a table and look neater and more attractive than the ordinary round napkin-ring. It is of course to be understood that the side edges of the blank may be cut in any ornamental manner and that the ends of the blank need not be necessarily straight, but may also be cut in an ornamental form, so long as they will serve the purpose of supporting the loop in an upright position on the table or other support.

Having thus described our invention, what we claim is—

1. As an advertising device, a strip of flexible material on which the advertising matter is placed, the strip being bent to form a loop and having its end portions interlocked to form supporting-legs to hold the loop in a horizontal plane, substantially as described.

2. As an advertising device, a strip of flexible material on which the advertising matter is placed, the strip being bent to form a loop and having a cut in each of its end portions, said cuts extending from opposite side edges of the strip to a point midway of the width thereof, whereby the end portions may be crossed and interlocked to form supporting-legs to hold the loop in a horizontal plane, substantially as described.

3. As an advertising device, a strip of flexible material on which the advertising matter is placed, the strip being bent to form a loop and having its end portions interlocked to form supporting-legs for the loop, and the loop portion having a cut therein to permit the portion of the strip within the cut to project outwardly from the main body of the loop, substantially as described.

4. As an advertising device, a strip of flexible material on which the advertising matter is placed, the strip being bent to form a loop and having its end portions interlocked to form supporting-legs for the loop, and the loop portion having oppositely-arranged cuts therein to permit the portions of the strip within the cuts to project outwardly from the main body of the loop, substantially as described.

5. As an advertising device, a strip of flexible material on which the advertising matter is placed, the strip being bent to form a loop and having its end portions interlocked to form supporting-legs for the loop, one side of the loop portion having oppositely-disposed cuts therein to permit the portions of the strip within the cuts to project outwardly from the main body of the loop, and the projecting portions being perforated to receive and support a match, bouquet, or similar object, substantially as described.

In testimony that we claim the foregoing as our own we have hereto affixed our signatures in the presence of two witnesses.

WILLIAM WALLACE SMITH.
JACOB MILROY ISGRIG.

Witnesses:
O. C. ISGRIG,
C. E. HOWARD.