(No Model.)

F. H. LINDNER.

ADVERTISING DEVICE.

No. 265,836. Patented Oct. 10, 1882.

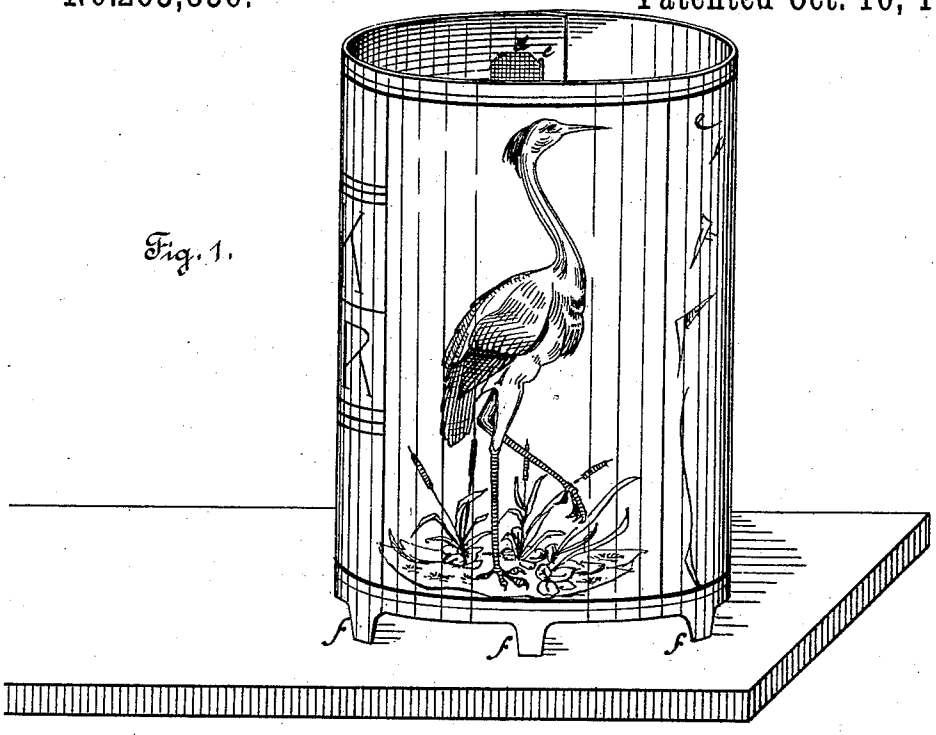


Fig. 1.

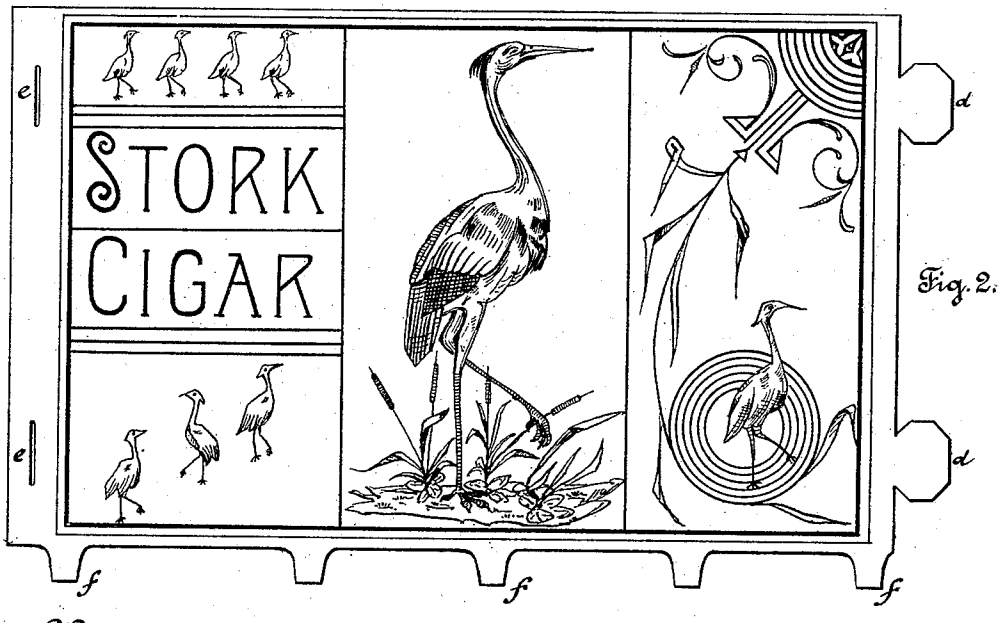


Fig. 2.

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UNITED STATES PATENT OFFICE.

FRANK H. LINDNER, OF BROOKLYN, NEW YORK.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 265,836, dated October 10, 1882.

Application filed April 17, 1882. (No model.)

To all whom it may concern:

Be it known that I, FRANK H. LINDNER, of Brooklyn, in the county of Kings and State of New York, have invented an Improved Advertising Device, of which the following is a specification.

My invention aims to provide an attractive form of business or advertising card for gratuitous distribution, which, while simple and inexpensive in its nature, will be likely to be retained by those to whom it is presented for some useful or ornamental purpose, where it will serve to effectually display its contained advertisement incidental to its useful or ornamental function.

Figure 1 in the annexed drawings presents a perspective view of my novel advertising-card in finished form, ready for use; and Fig. 2 presents a plan view of the sheet from which it is formed.

My improved device is made from a flat sheet provided with suitable attractive ornamentation, with any desired advertising words printed or impressed on one side thereof in one or several colors, as shown in Fig. 2, which sheet is then curved into the form of an open cylinder or tube, with the meeting ends of the sheet secured together, as seen in Fig. 1, thereby forming an improvised or imitation vase. The vase or tube thus formed may be placed upright on a table, mantel, bracket, or other support, as shown in Fig. 1, where its ornamental exterior will present a pleasing attractive appearance, and may be thus used to contain flowers, ornamental grasses, or other things for which vases are employed. It will thus form an exceedingly effective advertising device, for while the advertising matter need not be too obtrusive on its ornamental surface to mar the artistic effect when casually looked at or observed from a little distance, yet the novel and attractive character of the device or the nature of the ornamentation on its surface will generally suffice, in the conspicuous positions in which vases are usually placed, to induce close attention to it, and thus result in the observance of the advertisement, thereby serving the business purpose for which it was designed without impairing the useful or ornamental quality of the device which thus forms the vehicle of the advertisement.

This device, as may be readily noted, is quite inexpensive in its character, as I prefer to form it of a sheet of card-board or paper sufficiently stiff to retain a tubular form when bent or curved, the sheet being first cut to the proper form and size to make the tube or vase when curved, as will be understood. The desired ornamentation may then be impressed upon one side of the sheet by chromo-lithography or other art in bright and pleasing colors and in artistic and attractive designs at comparatively small cost, as will be appreciated. The device thus combines several important qualities for an advertising device—viz., cheapness, attractiveness, utility to those to whom it is presented, and its positive adaptability to being preserved and displayed in a conspicuous manner where its advertisement, though not obtrusive, will be sure to be seen.

In shaping or cutting the sheets, as shown in Fig. 2, I prefer to form them with two or more tongues, *d d*, on one end of the sheet, and with two or more slots, *e e*, cut near the opposite end of the sheet in coincident position, while from the bottom edge of the sheet will project a number of projections, *f f*, in which form, as will be understood, the sheets can be easily cut by dies. When the sheet is curved into the form of the tube or vase, as in Fig. 1, the tongues *d* may be readily engaged with the slots *e*, thus fastening the sheet in its tubular shape, while the projections *f f* will form ornamental feet, on which the vase will stand, as illustrated. It will thus be seen that by this construction the cut and printed sheets, as shown in Fig. 2, may be placed over each other in large close masses, and thus readily shipped in a compact and safe manner to the consumers or advertisers, who can then readily curve and fasten them in the vase form and distribute them as desired.

The vase may of course be hexagonal in cross-section, as well as of circular or other form; but the circular or cylindrical form is simpler and preferable.

Instead of fastening the ends of the sheet together by the tongues and slots *d e*, the ends

may be cemented together or fastened with metallic paper-fasteners or eyelets or other means, as will be readily understood.

What I claim is—

An advertising device or card formed of a flat sheet with printed matter on its outer surface, and adapted to be curved into a tubular or vase form, with projections *f f* cut on the bottom edge thereof, serving as feet on which the vase may stand, substantially as herein shown and described.

FRANK H. LINDNER.

Witnesses:
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