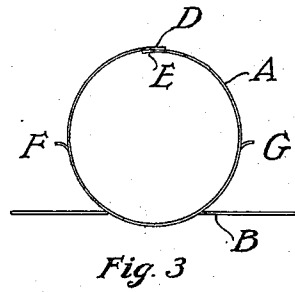
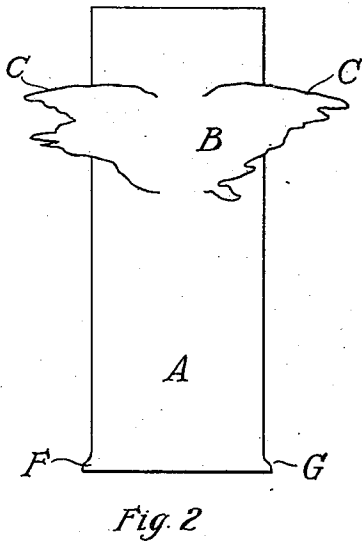
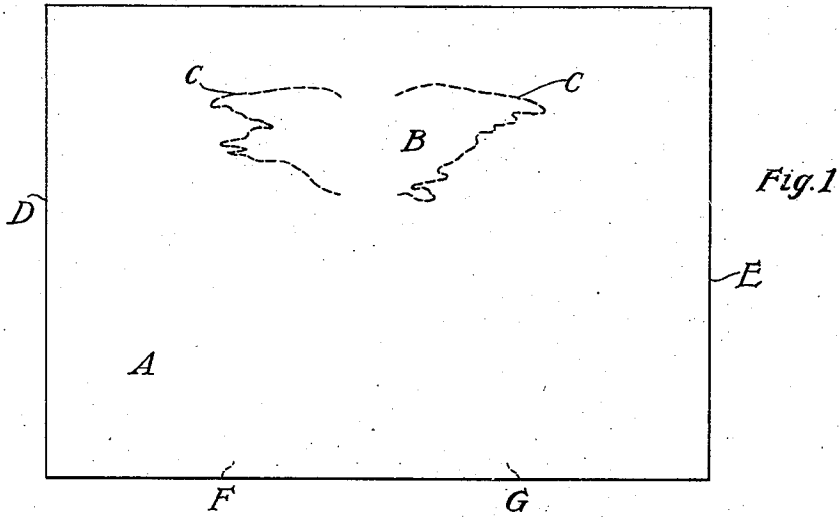


W. L. HOPKINS.
CARD ADVERTISING.
APPLICATION FILED NOV. 28, 1910.

987,989.

Patented Mar. 28, 1911.



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CARD ADVERTISING.

987,989.

Specification of Letters Patent.

Patented Mar. 28, 1911.

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To all whom it may concern:

Be it known that I, WILLIAM L. HOPKINS, a citizen of the United States, residing at Roslyn Estates, Roslyn, Nassau county, and State of New York, have invented a new and useful Improvement in Card Advertising Novelties, of which the following is a specification.

My invention relates to card advertising novelties, and the object of my invention is first to provide a cheap, simple and pleasing card advertising novelty.

I accomplish the result which I seek by the mechanism shown in the drawings.

Similar letters refer to similar parts throughout the drawings.

Figure 1 is a plan view of my device laid out flat; Fig. 2 is an elevation view of my device when rolled into a cylindrical form; Fig. 3 is a plan view of my device when rolled into a cylindrical form.

Similar letters refer to similar parts throughout the several views.

A is a sheet of cardboard or tin or other suitable material.

B is a figure or pictorial representation which is to stand out flat when the sheet A is rolled into a cylinder.

The heavy dotted line C represents a continuous sheared line, by which the lateral extremities of the periphery of figure B are delimited, sheared and cut clear from card A.

D and E are edges of card A, which are suitably affixed to each other in order to keep card A in a cylindrical form.

F and G are continuous sheared lines, whose function is to cause the bottom of the device in its final cylindrical form to spread out as shown in Fig. 2.

The operation of my device is as follows:

In manufacture, the design B is drawn, lithographed, printed or otherwise placed on card A, and the lateral extremities of the periphery of the design B are then delimited and physically cut from card A along the lines C; but the middle portion of the design B is left integral with card A. Scores F and G are also cut in the lower portion of card A if desired. Card A is next rolled into a cylindrical form, and its edges D and E are affixed to one another by any adhesive, fastening or other appropriate means. The device now presents the appearance shown in Fig. 2.

It will be noted that the figure here shown is a shot gun shell having on it the figure of a wild duck in flight, but I do not limit myself to this particular figure, but any other cylindrical background having upon it a flat figure would come within the scope of my invention, for example, a figure of a tree trunk with a bear or other wild animal upon it.

I claim:

In card advertising novelties; a flat card having upon it a certain figure, the lateral extremities of the periphery of said figure being delimited and sheared from the adjacent portion of the flat card, the middle portion of said figure being left integral with that portion of the card immediately above and immediately below the middle portion of said figure, means for holding said card in a cylindrical form, whereby said figure remains substantially flat after said card has assumed said cylindrical form.

WILLIAM L. HOPKINS.

Witnesses:

G. W. GRAHAM,
H. A. CRONK.