May 12, 1925. 1,537,688

W. E. OLSON ET AL

ADVERTISING DEVICE

Filed June 12, 1923 3 Sheets-Sheet 1

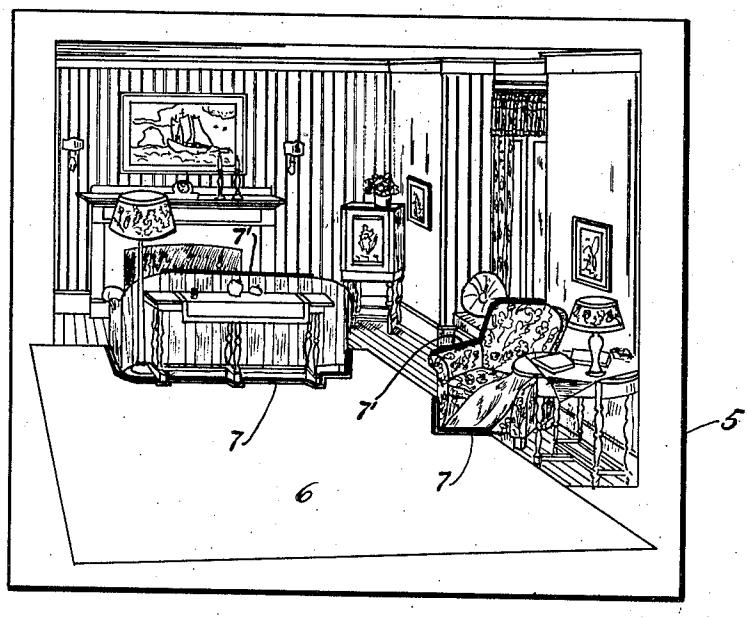


Fig. 1

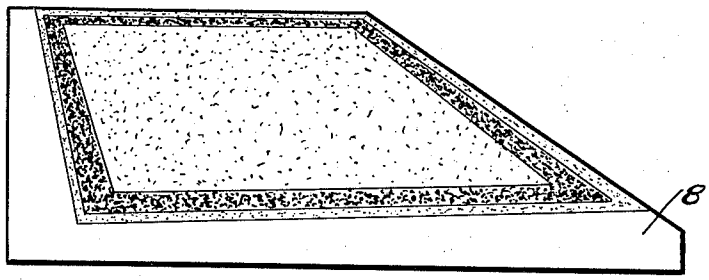


Fig. 2

Witnesses:
W. J. Williams
B. G. Richards

Inventors:
Walter E. Olson &
Arthur W. Prussing
By Joshua R. H. Potts
Their Attorney

May 12, 1925. 1,537,688

W. E. OLSON ET AL

ADVERTISING DEVICE

Filed June 12, 1923 3 Sheets-Sheet 2

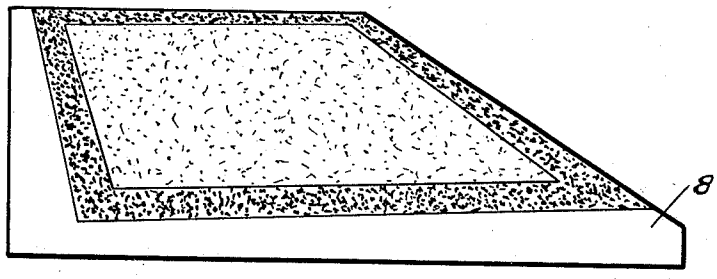


Fig. 3

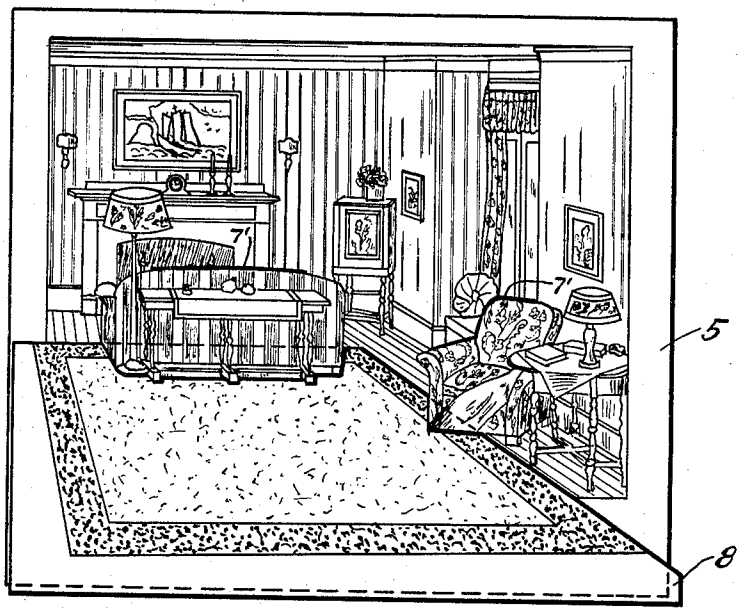


Fig. 4

Witnesses:
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W. E. OLSON ET AL

ADVERTISING DEVICE

Filed June 12, 1923 3 Sheets-Sheet 3

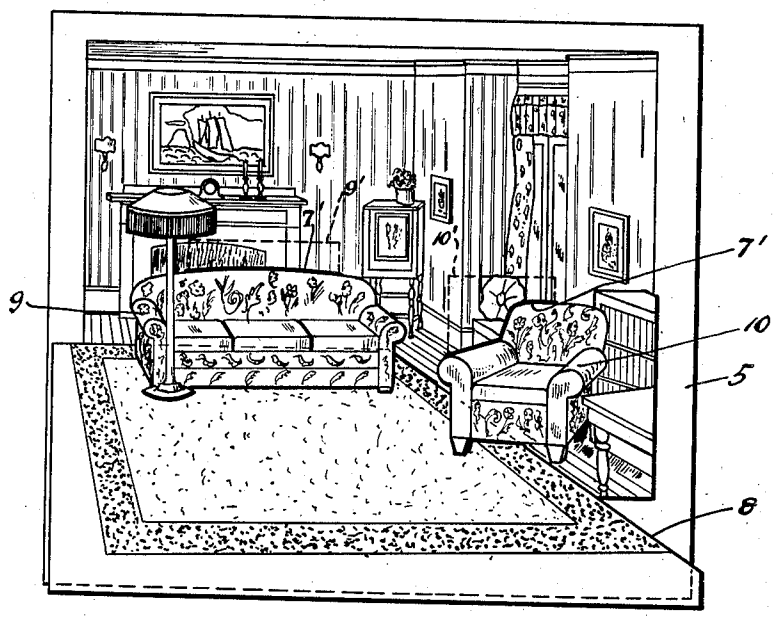


Fig. 5

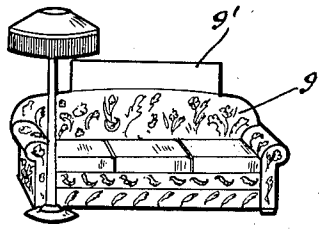


Fig. 6

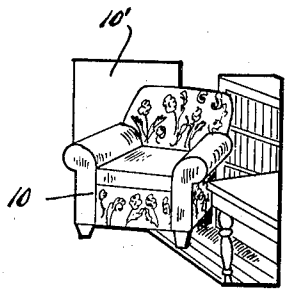


Fig. 7

Witnesses:
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Patented May 12, 1925. 1,537,688

UNITED STATES PATENT OFFICE.

WALTER E. OLSON AND ARTHUR W. PRUSSING, OF CHICAGO, ILLINOIS, ASSIGNORS TO OLSON RUG COMPANY, OF CHICAGO, ILLINOIS.

ADVERTISING DEVICE.

Application filed June 12, 1923. Serial No. 644,863.

To all whom it may concern:

Be it known that we, WALTER E. OLSON and ARTHUR W. PRUSSING, citizens of the United States, and residents of the city of Chicago, county of Cook, and State of Illinois, respectively, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

Our invention relates to improvements in advertising devices especially adapted for use in advertising room decorations or furnishings or the like, the object of the invention being to provide a simple and effective device of this character by means of which the appearance of certain articles of manufacture such as room decorations, furniture, rugs, carpets and the like may be attractively and effectively displayed and contrasted with each other.

Other objects will appear hereinafter.

The invention consists in the combinations and arrangements of parts hereinafter described and claimed.

The invention will be best understood by reference to the accompanying drawings forming a part of this specification, and in which,

Fig. 1 is a front view of a card employed in the device;

Fig. 2, a view of another card employed in the device;

Fig. 3, a view of another card employed in the device;

Fig. 4, a view showing the card illustrated in Fig. 3 associated with the card illustrated in Fig. 1;

Fig. 5, a view similar to Fig. 4, but illustrating different articles in place and contrasted with each other;

Fig. 6, a separate view of one of the cards shown in Fig. 5, and

Fig. 7, a separate view of another of the cards shown in Fig. 5.

The form of construction illustrated in Figs. 1, 2, 3 and 4 of the drawings comprises a card 5 having a pictorial illustration thereon of the interior of a room and showing the rear and one side wall thereof, a central blank space 6 being provided in the center portion of the floor of said room representing the position to be occupied by a rug. Some of the furniture illustrated in the room is illustrated as resting on the border of the floor thereof around this blank space along said rear and side wall but projecting partially onto the blank space and slits 7 and 7′ are provided around the lower and upper edges respectively of such furniture, the lower slits terminating at the border line, as shown. Cards 8 illustrating various forms and designs of rugs are provided of a shape to fit the blank space 6 of the card 5 and to be inserted in the slits 7, such an insertion being illustrated in Fig. 4.

By this arrangement is will be observed that various illustrations of rooms and furniture may be provided and various illustrations of various rugs also provided so that a prospective purchaser may readily assemble or separate the same and thus contrast the rug illustrations with the room furnishings and arrive at a conclusion as to the most desirable style of rug for any general furnishings of the room. By arranging the furniture illustrations along one end and one side and terminating the slits under the furniture illustrations at the border lines, the ends of the slits constitute guides for accurately positioning the rug illustrations under the furniture and in the center of the room.

In Figs. 5, 6 and 7 we have illustrated the arrangement whereby various articles of furniture may be arranged on the card 5 and contrasted with the various rugs. To this end cards 9 and 10 as illustrated in Figs. 6 and 7 are provided illustrating various and different articles of furniture, said cards 9 and 10 being provided respectively with tongues or projections 9′ and 10′ to be inserted in the slits 7′ as indicated by the dotted lines in Fig. 5. By this arrangement it will be noted that various articles of furniture may be illustrated on the cards 9 and 10 and associated with the card 5 whereby said articles of furniture may be contrasted with various rugs, or other room furnishings and decorations.

While we have illustrated the preferred forms of construction for carrying our invention into effect this is capable of variation and modification without departing from the spirit of the invention. We, therefore, do not wish to be limited to the precise details of construction set forth, but desire to avail ourselves of such variations and modifications as come within the scope of the appended claims.

Having described our invention what we

claim as new and desire to secure by Letters Patent, is:

1. An advertising device comprising a card bearing a pictorial illustration of the rear and one side wall and the floor of a room, there being a blank space on said card representing the center portion of the floor of the room and outlining a border, and furniture illustrated as resting on the border of the floor along said rear and side wall but projecting into said blank space, there being slits around the lower edges of the furniture illustrated on said blank space; and a plurality of cards bearing illustrations of rugs shaped to correspond with said blank space and insertable in said slits, substantially as described.

2. An advertising device comprising a card bearing a pictorial illustration of the rear and one side wall and the floor of a room, there being a blank space on said card representing the center portion of the floor of the room and outlining a border, and furniture illustrated as resting on the border of the floor along said rear and side wall but projecting into said blank space, there being slits around the lower edges of the furniture illustrated on said blank space, said slits terminating at the border lines of said blank space; and a plurality of cards bearing illustrations of rugs shaped to correspond with said blank space and insertable in said slits, substantially as described.

In testimony whereof we have signed our names to this specification in the presence of two subscribing witnesses.

WALTER E. OLSON.
ARTHUR W. PRUSSING.

Witnesses:
E. B. PELZ,
J. P. DE CLEENE.