

(No Model.)

S. F. GIBSON.
ADVERTISING MAT.

No. 321,431.

Patented July 7, 1885.

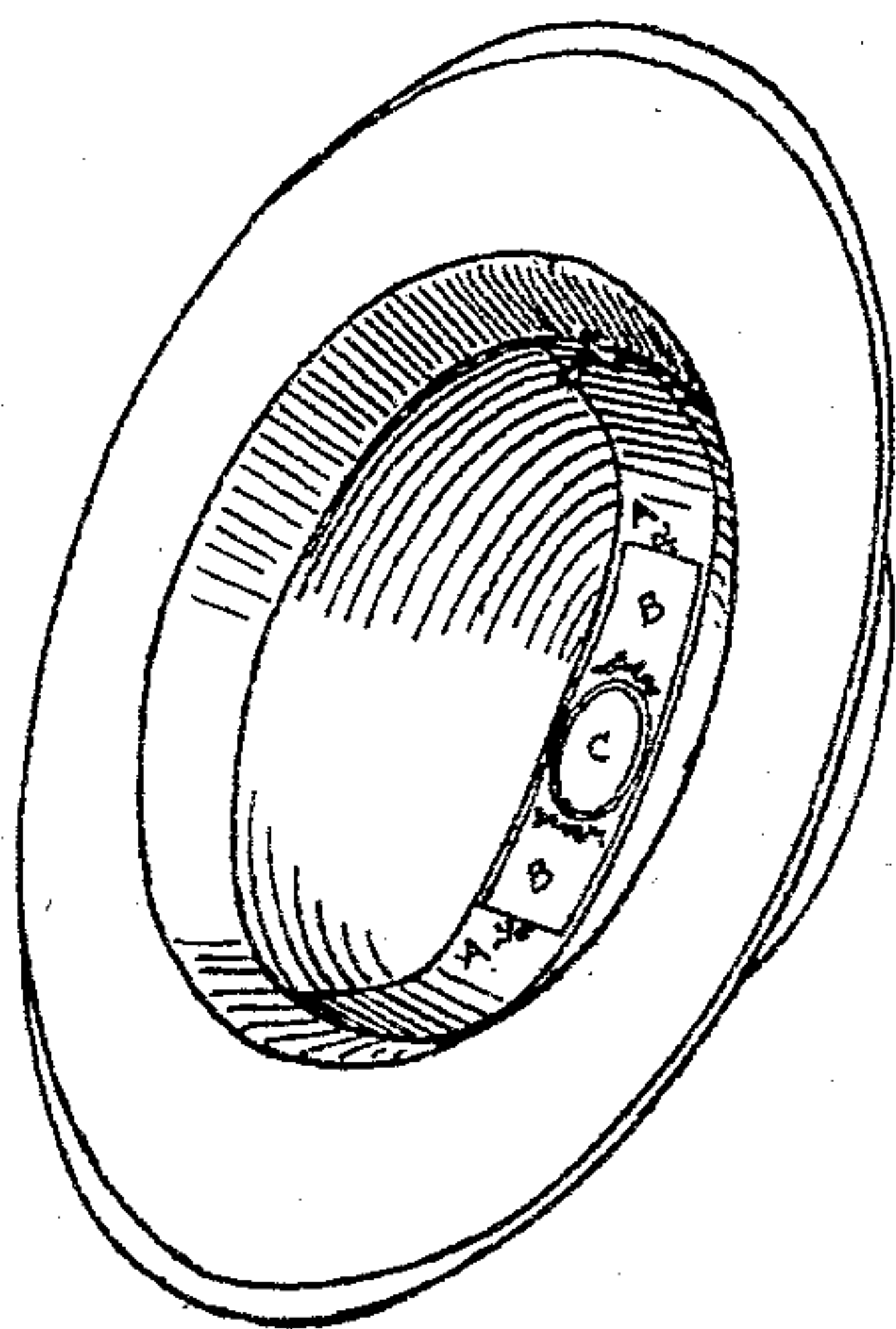


Fig. 1

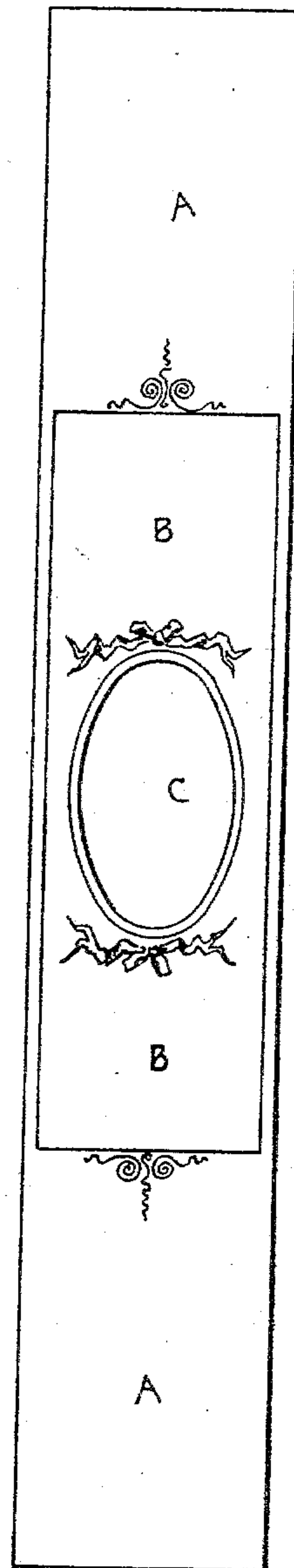


Fig. 2.

Witnesses.
Herbert M. Sylvester
Frank H. Robinson

Inventor.
Selmon F. Gibson

UNITED STATES PATENT OFFICE.

SELDEN F. GIBSON, OF PORTLAND, MAINE, ASSIGNOR OF A PART OF HIS
RIGHT TO WILLIAM H. STEVENS AND WILBUR F. LUNT, BOTH OF SAME
PLACE.

ADVERTISING-MAT.

SPECIFICATION forming part of Letters Patent No. 321,431, dated July 7, 1885.

Application filed January 12, 1885. (No model.)

To all whom it may concern:

Be it known that I, SELDEN F. GIBSON, of
Portland, in the county of Cumberland and
State of Maine, have invented certain new and
5 useful Improvements in Advertising-Mats;
and I do hereby declare that the following is a
full, clear, and exact description of the inven-
tion, which will enable others skilled in the
art to which it appertains to make and use the
10 same, reference being had to the accompanying
drawings, and to letters of reference marked
thereon, which form a part of this specifica-
tion.

My invention relates to a form of advertis-
15 ing-mat combined with a mirror, adapted and
designed to be inserted and worn within the
crown of a hat. The object thereof is to have
an advertising medium which will be useful
and worth preserving by the holder, and which
20 in its use will attract attention and insure a
continued display and a wide publicity. I at-
tain this object by the device illustrated in the
accompanying drawings, in which like letters
indicate like parts.

25 Figure 1 shows my mat inserted within the
crown of a hat. Fig. 2 is a full face represen-
tation of the mat.

A is the body of the mat; B the advertising-
space, and C the mirror.

30 My invention consists of a strip of elastic card-
board, (which may be covered with any fabric,
if desired,) which strip is from one to one and
one-half inch wide and from twelve to eight-
een inches in length, as desired. Upon this
35 strip of card-board, at a point equidistant from
each end, a mirror of thin plate-glass is affixed
to the back at an oval or other shaped open-
ing, and secured in place by a suitable backing

of paper or cloth and glue. Upon the face of
the mat, around the mirror, is an impression 40
or ornamental scroll-work, within which is
the advertising-space. The mat is cut to a
length sufficient to reach across the crown of
the hat and admit of the ends being inserted
under the sweat leather or lining and being 45
supported thereby. The card-board should be
tough and elastic, as such board is more read-
ily held in place. The use of the mirror at-
tracts attention to the business-card displayed
upon the mat, and the conspicuous place it 50
fills in such an article of wearing-apparel as a
hat insures for the advertisement a wide cir-
culation and a continual display.

I am aware that mirrors have been inserted
in hats as a part of the hat body or lining, and 55
that hat-dealers have had their cards stamped
upon the linings of hats; but my device differs
from all such, because it is a separate and dis-
tinct card which any advertiser can distribute
to the public in the reasonable belief that be- 60
cause it is useful and can be easily and con-
veniently carried in a hat it will therefore be
long preserved and widely displayed.

I claim as my invention—

The combination of a mat, A, advertising- 65
space B, and mirror C, in the form described,
and adapted to be inserted and worn within
the crown of a hat, substantially as above de-
scribed and set forth.

In testimony that I claim the foregoing as 70
my own I affix my signature in presence of
two witnesses.

SELDEN F. GIBSON.

Witnesses:

WILLIAM S. WELLS,
JOSEPH C. STERLING.