

(No Model.)

E. W. LAWRENCE & W. J. HAYS.  
ADVERTISING DEVICE.

No. 585,109.

Patented June 22, 1897.

Fig. 1.

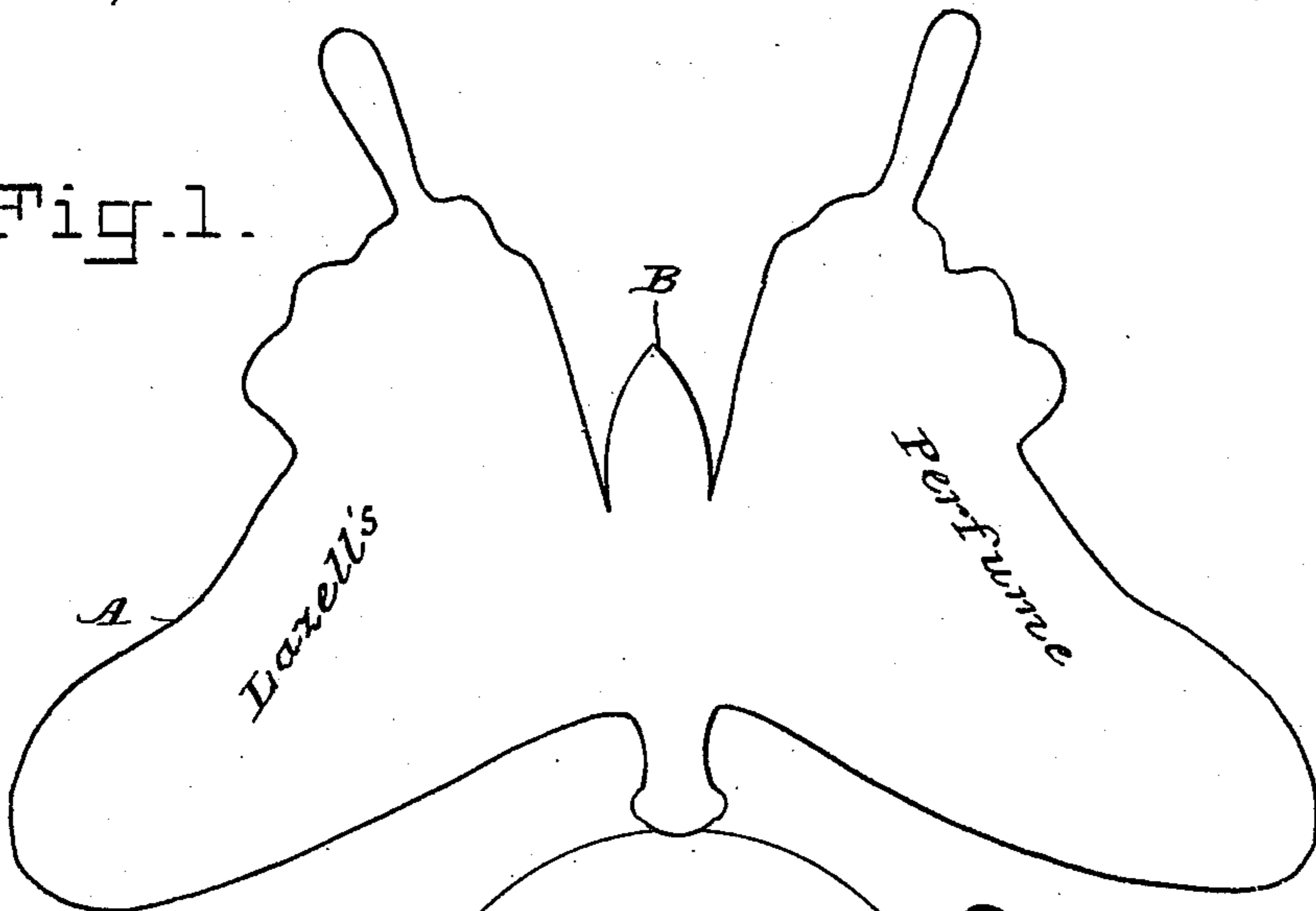


Fig. 2.

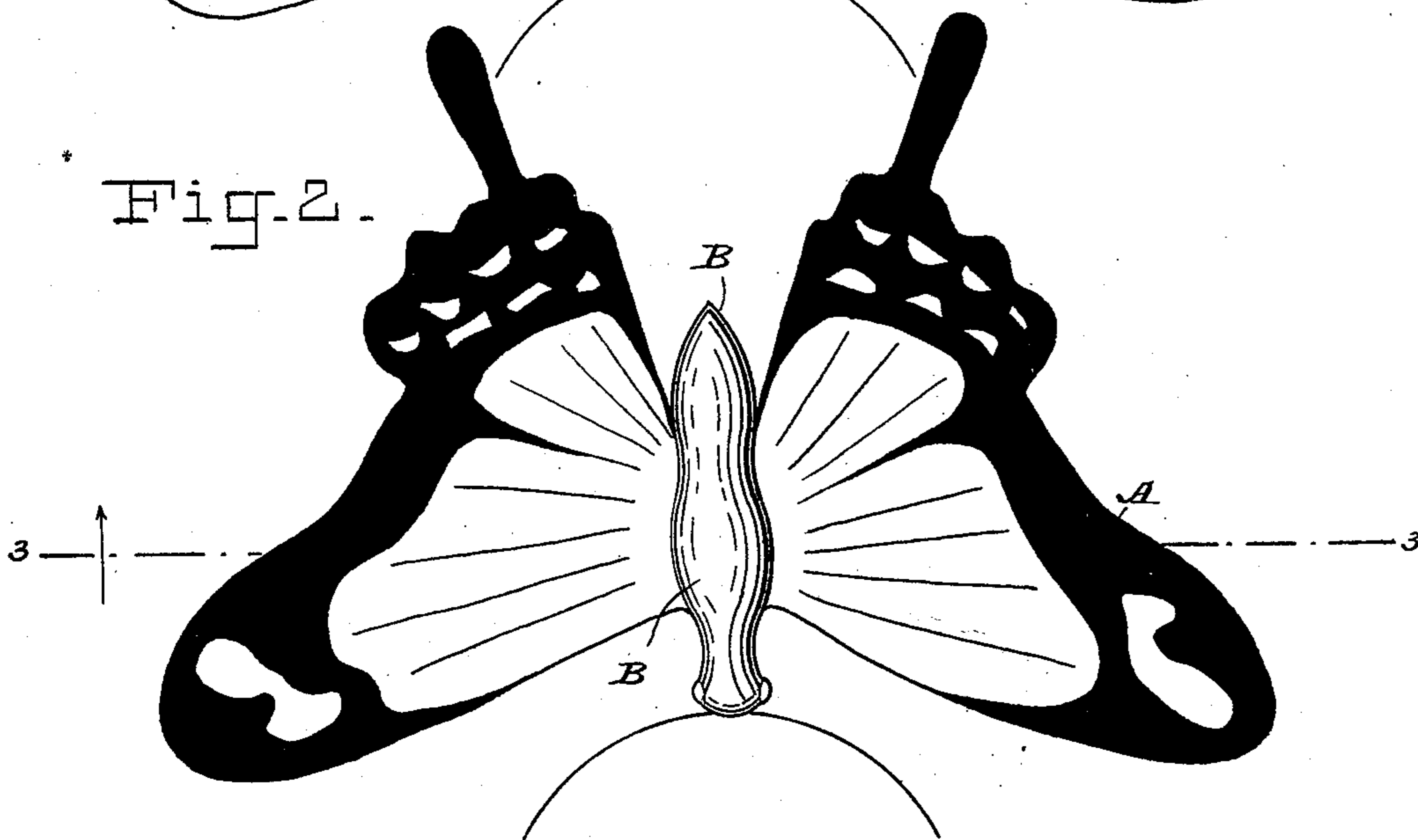
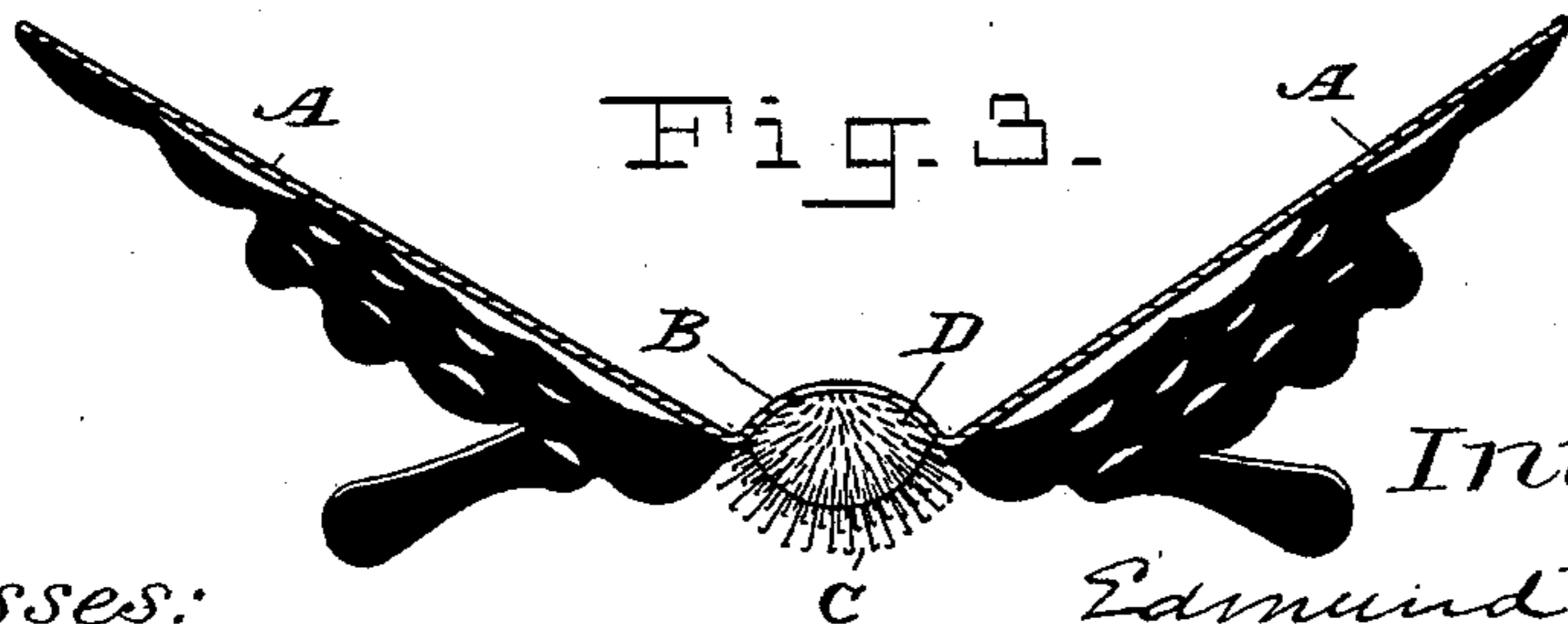


Fig. 3.



Witnesses:

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# UNITED STATES PATENT OFFICE.

EDMUND W. LAWRENCE AND WILLIAM J. HAYS, OF NEW YORK, N. Y.

## ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 585,109, dated June 22, 1897.

Application filed March 6, 1897. Serial No. 626,208. (No model.)

*To all whom it may concern:*

Be it known that we, EDMUND W. LAWRENCE and WILLIAM J. HAYS, citizens of the United States, residing at New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Advertising Devices; and we do hereby declare the following to be a full, clear, and exact description of the invention, such as will enable others skilled in the art to which it appertains to make and use the same.

Our invention relates to improvements in advertising devices; and the objects of our improvement are, first, to provide a useful, inexpensive, and attractive advertising medium; second, to afford quick and ready means for the retention of the device to extraneous objects to which it may be desirable that it adhere. We attain these objects by the construction illustrated in the accompanying drawings, in which—

Figure 1 is a plan view of a piece of paper, thin sheet metal, or other suitable material stamped out, illustrating the wings and body of a butterfly. Fig. 2 is a plan view of Fig. 1, showing the manner in which the body of the butterfly is formed; and Fig. 3 is a section on line 3 3 of Fig. 2.

Similar letters refer to similar parts throughout the several views.

The letter A refers to the wings of a butterfly, and B to the body thereof.

The letter C represents the metal bur, securely fastened to the body of the butterfly, by means of which it is caused to adhere to soft flexible textile objects, such as clothing and texture used for decorating the interior of dwelling-houses.

On the wings of the butterfly or other insects selected (and we may make our advertising device in the form of other insects or animals, if we so desire, without departing from the spirit of our invention) we paint, print, stamp, cut, carve, or engross the name or names of business firms and their places of business.

The body portion D of the bur C may be made of paper or other suitable material which is easily penetrated by and securely retains the ends of the short sections of fine wire thrust therein. The outer ends of each of

these sections of fine wire have sharp-pointed hooked ends, so that they quickly penetrate textile or other soft materials with which they are brought in contact, thereby causing the imitation butterfly, on which the advertised firm or company's business is inscribed, to be securely held thereto.

The body portion B of the butterfly shown in Figs. 2 and 3 is formed from the blank illustrated in Fig. 1 by bending or creasing the two wings, portions, or sections along the lines where the body portion B joins the said wing portions.

In place of the metal bur C we may employ the natural bur that grows in the woods and fields in this and other latitudes. When the natural bur is used, we split or cut the bur longitudinally in halves, and by means of cement or other like material we cause the flat cut section of the bur to adhere to the under portion of the body of the butterfly, while the prongs or spurs thereof project outwardly from its body, and by means of these prongs or spurs the imitated insect is readily and quickly caused to be held firmly to any soft textile object or material against which it may be brought in contact.

Having fully described our invention, what we claim, and desire to secure by Letters Patent, is—

1. In advertising devices, the new article of manufacture, the wing-sections, A, A, the body, B, and bur, C, secured to the under side of said body portion, whereby the said wing-sections and body, are securely fastened to soft, textile objects, substantially as herein shown and described.

2. In advertising devices, the new article of manufacture herein shown and described, the wing-sections, A, A, the body, B, convexed upon the upper side, and concaved upon the under side thereof, and the retaining-bur, provided with prongs or spurs, as herein set forth.

In testimony whereof we affix our signatures in presence of two witnesses.

EDMUND W. LAWRENCE.

WILLIAM J. HAYS.

Witnesses:

K. I. WILLIAMS,  
JAMES R. ROGERS.