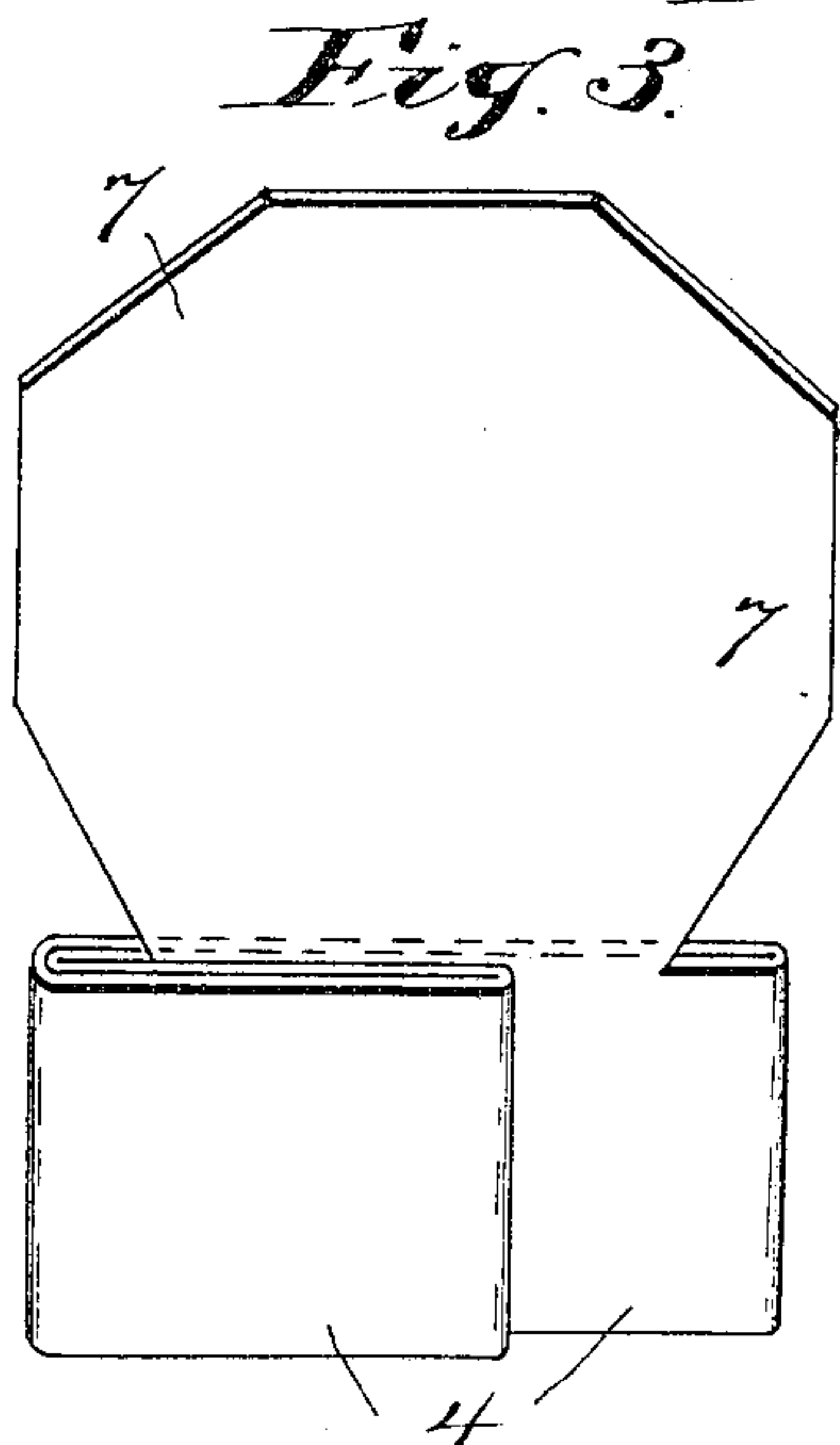
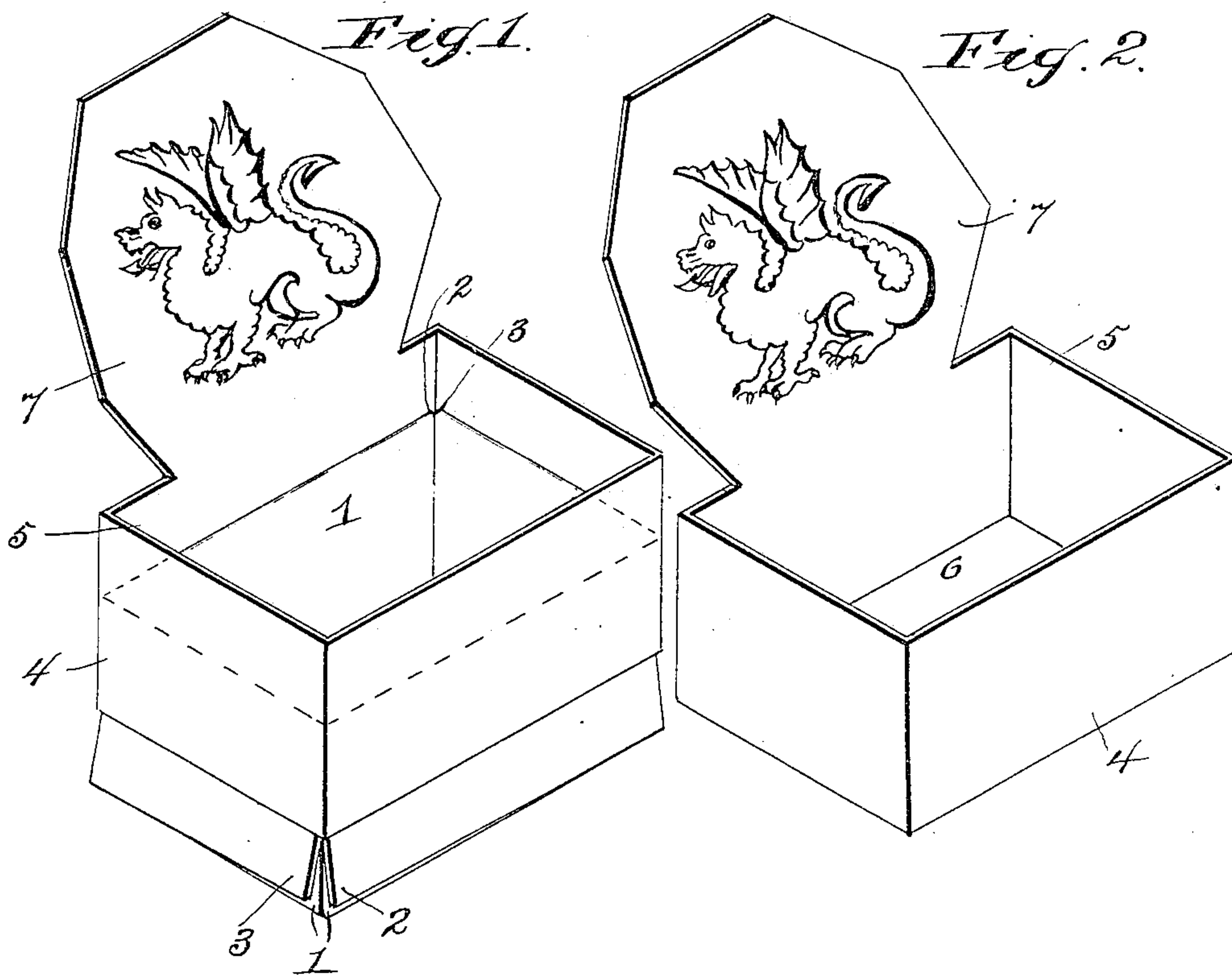


No. 787,178.

PATENTED APR. 11, 1905.

W. B. HOPKINS.
ADVERTISING DEVICE.
APPLICATION FILED JUNE 25, 1904.



Witnesses
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UNITED STATES PATENT OFFICE.

WILLIAM B. HOPKINS, OF WASHINGTON, DISTRICT OF COLUMBIA.

ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 787,178, dated April 11, 1905.

Application filed June 25, 1904. Serial No. 214,161.

To all whom it may concern:

Be it known that I, WILLIAM B. HOPKINS, a citizen of the United States, residing at Washington, in the District of Columbia, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

This invention relates to advertising, and pertains especially to a device to surround or partially inclose articles of merchandise or receptacles containing the same for the purpose of advertising the merchandise.

The object of the invention is to provide an advertising jacket, sleeve, or casing adapted to fit about a receptacle containing merchandise and having a wing or standard for the display of cuts, pictures, and other advertising matter pertaining to the merchandise.

A further object of the invention is to provide a device for advertising merchandise, such device comprising a jacket, sleeve, collar, casing, or frame adapted to conform with the receptacles containing the merchandise, and a wing or standard, preferably in one and the same piece with the jacket and projected above the latter and above the said receptacles, for displaying advertising matter relating to such merchandise.

A still further object of the invention is to provide a jacket, casing, or the like having open top and bottom and an advertisement display wing or standard projecting from the top edge of the jacket or casing.

A still further object of the invention is to provide a jacket adapted to slip over a box and its foldable cover after the latter has been opened without removing the contents of the box, but revealing such contents at the top of the box, whereby the cover is held flat against the box and the jacket is made to represent or duplicate the exterior appearance of the box.

With these and various other objects in view the invention consists in an open-end jacket adapted to conform with the article over which it is slipped and a standard or wing projecting from one edge of the jacket for purposes of advertising the contents of the said article.

It is customary in merchandising, particularly in the sale of medicinal articles, to dis-

play them in boxes bearing advertisements of the articles and to have the flaps or foldable covers bear thereon such advertisements; but when the box is opened for display the advertisements are obscure and the parts of the box are usually positioned in such manner as to obstruct the view. When the contents of the box has been sold, the box being dispensed with, the merchant is without advertisement in this manner of the article. This custom is expensive and wasteful, because with each box is destroyed valuable advertisements. It is therefore my purpose to overcome such objections and disadvantages and to furnish an advertising device in appearance like the box or other receptacle containing the merchandise and which shall in the case of boxes having flexible or foldable covers hold the cover out of sight and out of obstruction, and thereby preserve the box, as well as the advertising device, for repeated use.

In the accompanying drawings, forming part of this application, Figure 1 is a perspective view showing the advertising device in the act of being slipped over a box the cover of which has been unfolded. Fig. 2 is a perspective view of the device. Fig. 3 is a perspective view of the device in folded position.

The same numeral references denote the same parts throughout the several views of the drawings.

For the purpose of illustration the foldable box 1 has side and end flap-covers 2 and 3, respectively, or the box may be of any desired shape or design, foldable or not and with or without a cover, as it forms no part of my invention.

The advertising device consists of a jacket, sleeve, or casing 4, having an open top 5 and an open bottom 6, and the top edge thereof is provided with a wing or standard 7, projecting vertically above the top of the jacket. Preferably the jacket and standard are cut or stamped out in a single piece of material and adapted to be folded, as shown in Fig. 3 of the drawings. The exterior of the jacket is to contain advertising matter, and the face of the standard is used to display advertising matter, which in both instances is printed thereon in the manufacture of the device.

It will be seen that the packing, shipping, or display boxes are preserved intact and may be used repeatedly, that the advertising device may be transferred from one box to another repeatedly and without injury to the same or to the box, that one supply of the device to a merchant will suffice to advertise many boxes of merchandise, and that in the event of exhaustion of the boxes and merchandise the latter may be advertised by the device as a dummy.

It will be observed that the jacket is of sufficient stiffness to stand upright without braces or supports. Hence it may be used as a dummy advertisement, or the jacket may sit upon a counter, show-case, or shelf and be filled, for example, with small bottles containing merchandise with advertising matter showing on the vertically-disposed standard.

Having thus described my invention, what I claim as new, and desire to secure by Letters Patent, is—

1. A box-like advertising device compris-

ing a continuous frame adapted to be folded flat and to be unfolded for purposes of inclosing articles of merchandise, and a standard projecting from the side edge of the frame for advertising the merchandise.

2. A box-like advertising device comprising a flat-folding frame adapted to be unfolded to stand independently, and a standard projecting from the edge of the frame and containing an advertisement.

3. A box-like advertising device comprising a foldable independent stand or frame adapted to be slipped over a box to hold the cover of the latter open, and an advertising-standard projecting from one side of the frame.

In witness whereof I hereunto set my hand in the presence of two witnesses.

WILLIAM B. HOPKINS.

Witnesses:

J. ROSS COLHOUN,
C. F. BELT.