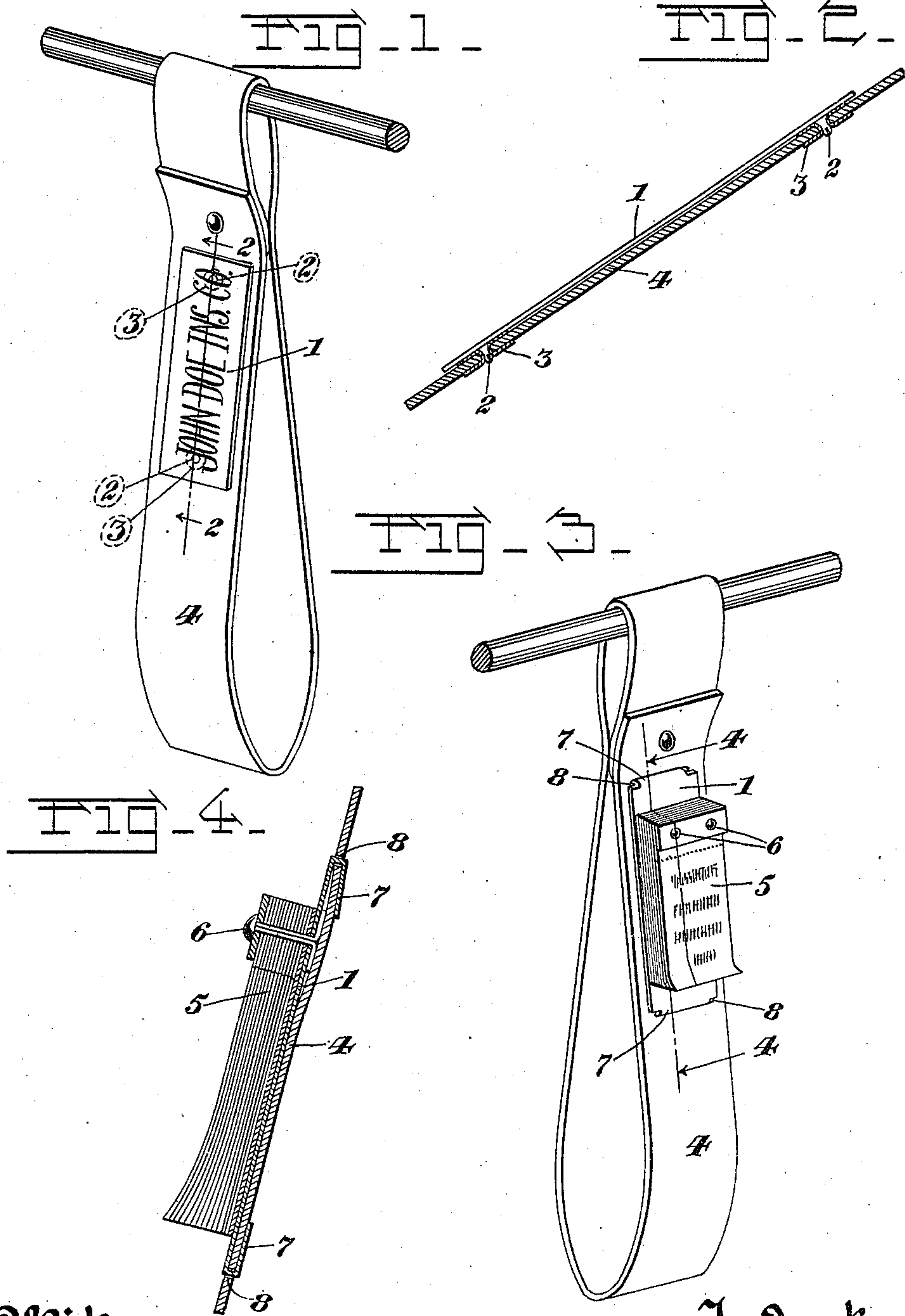


J. F. ABBOTT.
ADVERTISING DEVICE.
APPLICATION FILED OCT. 22, 1909.

963,109.

Patented July 5, 1910.



Witnesses:

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UNITED STATES PATENT OFFICE.

JAMES F. ABBOTT, OF ST. LOUIS, MISSOURI.

ADVERTISING DEVICE.

963,109.

Specification of Letters Patent.

Patented July 5, 1910.

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To all whom it may concern:

Be it known that I, JAMES F. ABBOTT, a citizen of the United States, residing at the city of St. Louis, State of Missouri, have
5 invented certain new and useful Improvements in Advertising Devices, of which the following is a specification, reference being had therein to the accompanying drawings.

This invention relates to advertising devices, especially to that class of advertising devices intended to be attached to the hand-
10 straps used in street and other railway coaches as a hand-hold or support for passengers who stand, and has for its object to provide a device upon which advertising
15 matter is printed, impressed, or affixed, said device being attached directly to the hand-strap and, also, being of such width that it will lie wholly between the side edges of the
20 hand-strap to which it is attached. With an advertising device attached directly to the hand-strap in the manner hereinabove described the device is more compact, and the necessity of a separate holder or pocket
25 is obviated.

Another aspect of this invention is found in the provision of an advertising device in which a pad comprising a plurality of slips
30 of paper is fastened to a plate which is adapted to be attached to a hand-strap, each of said slips bearing advertising matter and being adapted to be readily detached from said pad.

In the drawings forming part of this
35 specification, in which like numbers of reference denote like parts wherever they occur, Figure 1 is a perspective view of a hand-strap equipped with an advertising plate; Fig. 2 is a sectional view on the line 2—2,
40 Fig. 1; Fig. 3 is a perspective view of a hand-strap equipped with an advertising pad; and Fig. 4 is a sectional view on the line 4—4, Fig. 3.

The plate or card or strip 1 is made of
45 any desired material, preferably aluminum, celluloid, or the like, and at each end thereof a projection or button 2 is formed thereon. A pair of sockets or eyelets 3 is secured to hand-strap 4, and each of said eyelets is
50 adapted to receive and hold a button 2 of said plate, whereby said plate is attached to said hand-strap. The plate 1 is formed preferably narrower than the hand-strap 4 to which it is attached, so that said plate will
55 lie wholly between the side edges of said

hand-strap and thus makes an advertising device which takes up less room on the hand-strap than if allowed to overlap the side edges of said strap. The advertising matter is printed, impressed, or otherwise affixed to
60 the exposed surface of said plate so that it can be readily observed by the passengers, particularly by the one who is standing and holding said hand-strap. The plate 1 being detachable from said hand-strap can be
65 readily removed and replaced by another, thus affording facility for changing the advertising matter as may be desired.

In the form depicted in Figs. 3 and 4, a pad of paper 5 is attached to a plate 1, and
70 each strip in said pad bears advertising matter and is preferably perforated near the top so that it can be readily detached from said pad. For the purpose of illustration the paper fasteners 6 are used to fasten the
75 pad 5 to plate 1, but it should be understood that other ordinary means can be provided. The plate 1 in this form is, also, narrower than the strap to which it is attached. Each end of said plate is provided
80 with a tongue 7, which is adapted to fit into a slit or cut 8 in hand-strap 4 and is bent so that it will hold said plate on said hand-strap. These strips bearing advertising
85 matter and being in easy reach of passengers standing in the aisle can be readily detached and serve as memorandum slips for the persons interested enough to detach same, and, also, afford a means by which the person or
90 persons advertising can keep a check on the number of persons who become interested in their advertising matter in this system of advertising.

I claim:

1. The combination of a hand-strap, a
95 plate bearing advertising matter, and means for attaching said plate to said strap, said plate being narrower than said strap and having its lower end terminating on the front face of the strap.
100

2. The combination of a hand-strap, and a plate of less length and width than the strap bearing advertising matter, each end of said plate having means for attaching
105 said plate directly to said strap, said plate lying entirely within the confines of the strap.

3. The combination of a hand-strap, a plate bearing advertising matter, and each
110 end of said plate being provided with means

for attaching said plate to said strap, said plate being narrower than the width of said strap.

4. In an advertising device, the combination of a plate, a pad comprising a plurality of slips of paper, each of said slips bearing advertising matter, means for fastening said pad to said plate, a hand-strap, and means for attaching said plate to said strap.

5. In an advertising device, the combination of a plate, a pad fastened thereto, said pad comprising a plurality of slips of paper, each of said slips bearing advertising matter and being provided with perforations, a hand-strap, and means for attaching said plate to said strap.

6. In an advertising device, the combination of a plate, a pad fastened thereto, said pad comprising a plurality of slips of paper, each of said slips bearing advertising matter, a hand-strap, and each end of said plate being provided with means for attaching said plate to said strap.

7. In an advertising device, the combination of a plate, a pad fastened thereto, said pad comprising a plurality of strips of paper, each of said strips bearing advertising matter, a hand-strap having a slit therein, and a projection formed on said plate and adapted to fit into and to be held by said slit, whereby said plate is attached to said strap.

8. In an advertising device, the combination of a plate, a pad fastened thereto, said pad comprising a plurality of sheets of paper, each of said sheets bearing advertis-

ing matter and being detachable from said pad, a hand-strap having a plurality of slits therein, said plate being provided with a plurality of projections, each of said projections being adapted to fit into and to be held by one of said slits, whereby said plate is attached to said strap.

9. In an advertising device, the combination of a pad comprising a plurality of sheets of paper, each of said sheets bearing advertising matter and being detachable from said pad, a hand-strap, and means for attaching said pad to said hand-strap.

10. In an advertising device, in combination with a hand strap, a comparatively short rectangular plate adapted to carry advertisements, and secured to the outer face of the strap and being of less width than said strap and arranged so as to lie entirely between the longitudinal side edges of the strap and between the top and bottom thereof.

11. In an advertising device, in combination with a hand strap formed with a pair of spaced openings, a plate adapted to carry advertisements, and a tongue on each end of said plate conformably received in said openings, said tongues being bent inwardly toward each other and engaging the rear side of the front face of the strap.

In testimony whereof I have affixed my signature in presence of two witnesses.

JAMES F. ABBOTT.

Witnesses:

GLADYS WALTON,

GEORGE G. ANDERSON.