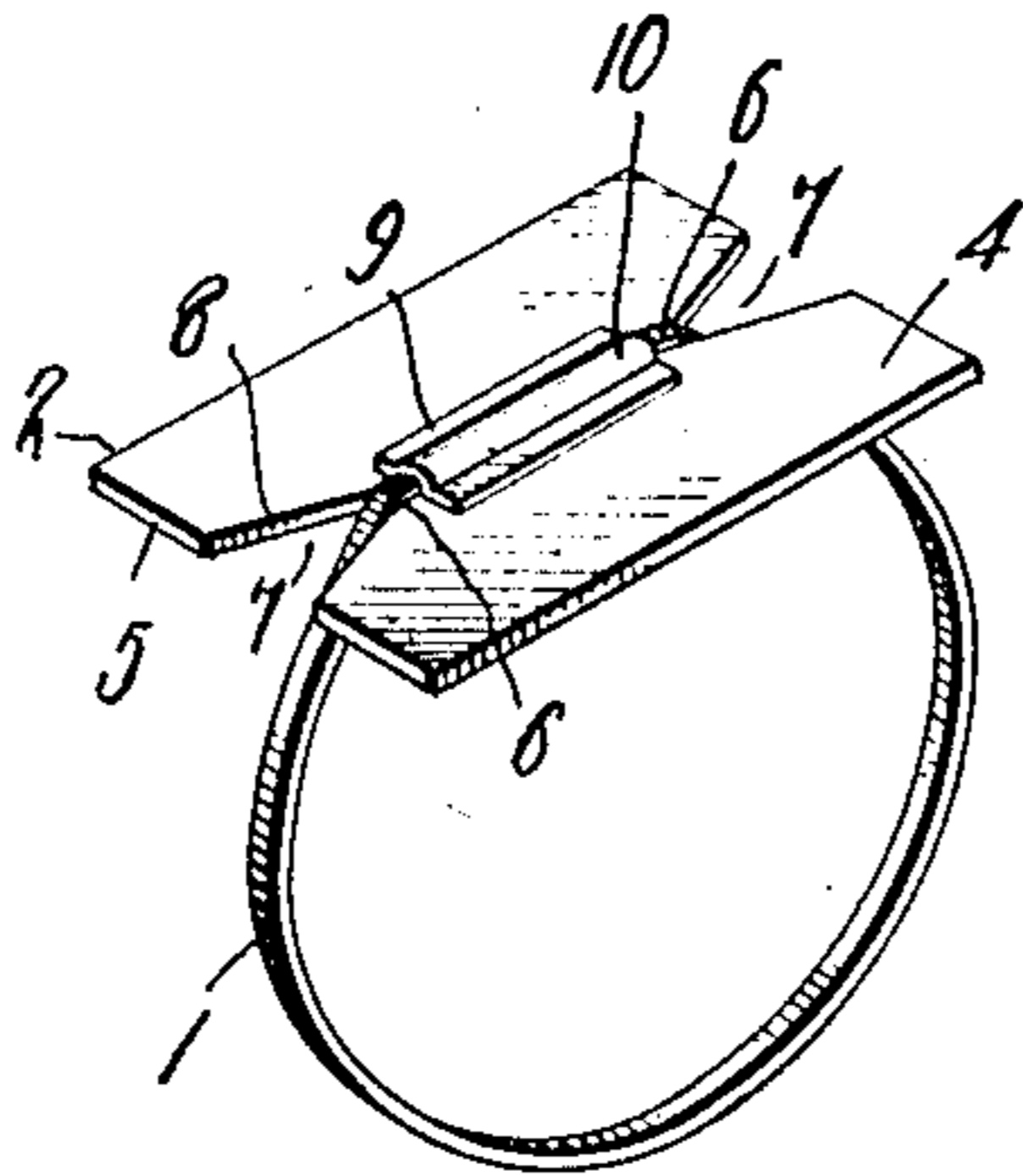


G. P. WRIGLEY.  
ADVERTISING DEVICE.  
APPLICATION FILED APR. 23, 1917.

1,298,621.

Patented Mar. 25, 1919.



WITNESSES

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# UNITED STATES PATENT OFFICE.

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## ADVERTISING DEVICE.

1,298,621.

Specification of Letters Patent.

Patented Mar. 25, 1919.

Application filed April 23, 1917. Serial No. 163,994.

*To all whom it may concern:*

Be it known that I, GARNET P. WRIGLEY, a citizen of the United States, residing at Elmira, in the county of Chemung and State of New York, have invented certain new and useful Improvements in Advertising Devices, of which the following is a specification.

The invention relates to advertising novelties and aims to provide improved means for labeling various articles so that they may be thereby distinguished or set apart from other articles of like nature or character.

Another object of the invention is to provide a device of this character which comprises a labeling tag having means associated therewith so that it can be readily applied to or detached from different articles of various shapes and sizes.

With these and other objects in view the invention consists in the novel arrangement and combination of parts as will be hereinafter more fully referred to and described in the following specification and illustrated in the accompanying drawing which—

The figure is a perspective of the invention in its simplest form.

In carrying out the invention I provide an elastic band 1 which is adapted to embrace the article which is to be tagged or labeled and as is evident from the flexible character of the band the latter will readily conform to the shape of such article, thus permitting the tag to be firmly supported thereon.

The tag or label 2, formed of pasteboard or any other suitable material, is adapted to be supported upon the article engaged by the band 1, being held in place thereon by a portion of the band which engages the outer face 4 of the tag. In this way, the tag is held to the article engaged by the elastic band and is adapted to have printed upon its face some legend, tending to identify the particular article to which the label is attached.

When used with cylindrical objects, the ends 5 of the label will usually project beyond the sides of the object and would ordinarily be distorted by reason of the

pressure exerted thereagainst by portions 6 of the band which, in its expanded position would have a tendency to force the ends of the tag downwardly into engagement with the article upon which it is supported. To prevent this, ends 5 are each provided with inwardly disposed V shape opening 7 into which portions 6 of the elastic band are received. This not only permits the tag to be supported in a horizontal position upon the article without being distorted but also tends to render the tag more secure, as the walls 8 of the openings, by their abutment against the parts 6 of the elastic band will prevent dislodgment of the tag from the object.

The label 2 has provided upon its upper surface 4, a narrow strip 9. This strip 9 is glued to the surface 4, intermediate the terminals of the opening 7 and is provided with an outwardly disposed longitudinal portion 10, beneath which a portion of the elastic band is secured. The band may be freely movable beneath the portion 9 or may be held thereby as desired, the object being to permanently associate the elastic fastening means 1 with the label 2 so that neither may become separated from the other but will at all times be joined one to the other, ready for attachment to any article. The openings 7 consist of V-shaped notches and the elastic band 1 by reason of its function may be considered as a binder. The strip 9, extends between the notches 7 and in line therewith.

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

A label, consisting of a card having V-shaped notches in opposite ends, a binder extending along a side of the card and through the notches in the ends thereof, and a strip disposed between the notches and extending over the binder and attached at its edges to the card upon opposite sides of the binder.

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

GARNET P. WRIGLEY.

Witnesses:

GARNET E. WRIGLEY,  
CALVIN A. BRADLEY.