

No. 812,191.

PATENTED FEB. 13, 1906.

A. DUNHILL.
ADVERTISING DEVICE.
APPLICATION FILED SEPT. 7, 1904.

Fig. 1.

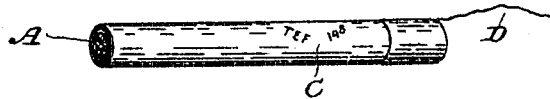
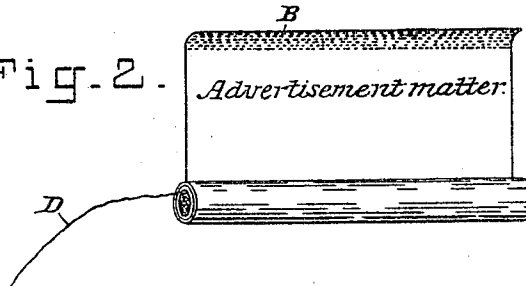


Fig. 2.



Witnesses:

E. B. Bolton

W. M. Keeble

Inventor:

Alfred Dunhill

By Richard J.

his Attorneys.

UNITED STATES PATENT OFFICE.

ALFRED DUNHILL, OF SOUTH HAMPSTEAD, ENGLAND.

ADVERTISING DEVICE.

No. 812,191.

Specification of Letters Patent.

Patented Feb. 13, 1906.

Application filed September 7, 1904. Serial No. 223,633.

To all whom it may concern:

Be it known that I, ALFRED DUNHILL, manufacturer, a subject of the King of Great Britain, and a resident of 29 Broadhurst Gardens, South Hampstead, in the county of Middlesex, England, have invented a certain new and useful Improved Advertising Device, (for which I have made application for a patent in Great Britain, No. 25,370, bearing date November 20, 1903,) of which the following is a specification.

My invention relates to an improved device for advertising purposes; and it is designed to afford a means of advertisement which shall readily attract the members of the public, while at the same time it shall induce them by its novelty to acquaint themselves with the matter of the advertisement.

In order that my invention may be the better understood, I now proceed to describe the same, reference being had to the accompanying sheet of drawings and to the letters marked thereupon.

Like letters refer to like parts throughout the figures.

Figure 1 shows my device in its closed form resembling a cigarette. Fig. 2 is an alternative form showing my device with the advertisement partially displayed.

My invention presents in its normal state (shown in Fig. 1) the appearance of a cigarette. This, however, differs from the ordinary types of cigarette in that it is not designed to be smoked; but it consists of an advertisement printed with any form of type or illustration in any style of printing and rolled upon itself, as in Fig. 2, or, if desired, as in Fig. 1, on a core A of pith, cane, jute cord, or any substance suitable for giving substance or stiffening, and this core may even consist of a miniature cigarette, a lead-pencil, or other article of utility or fancy. The exterior edge B is secured by means of an adhesive material, such as gum or paste, in which

case printed matter, as at C, Fig. 1, may be added to represent the title of the cigarette. Alternatively the entire roll of paper may be inserted into or rolled in an ordinary cigarette paper or wrapper of paper or any suitable material.

As a means of readily opening the roll and exposing the contents to view a string or thread D may be fixed inside the roll at one end and turned to pass under one thickness of paper only, which may be either the separate outer cover or wrapper or the last turn of the roll, giving a single thickness of paper only to be torn or cut when the string or thread D is pulled with a backward movement.

The ends of my device are colored, sprinkled with tobacco-leaf on an adhesive ground, or otherwise caused to represent the appearance of a cigarette, and one end is preferably gilt or made to resemble cork or otherwise marked to indicate the mouth end of the cigarette, and so obviate the risk of the opening-string being burned and the purpose of my device being thus defeated.

Having now particularly described and ascertained the nature of my said invention and in what manner the same is to be performed, I declare that what I claim is—

An advertising device consisting of a strip of paper bearing advertising matter rolled upon itself in the form of a tube and having its outer edge secured to the body and a string passed longitudinally through the roll, and a filling of material in imitation of tobacco within the roll, substantially as described.

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

ALFRED DUNHILL.

Witnesses:

SAM P. WILDING,
GEO. J. B. FRANKLIN.