Oct. 27, 1936. V. W. CORNELIUS 2,059,090

COMBINATION NAPKIN CONTAINER AND ADVERTISEMENT HOLDER

Filed June 30, 1936

Fig. 1.

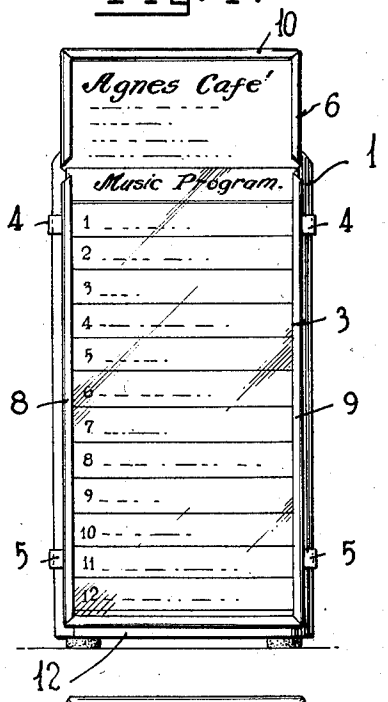


Fig. 2.

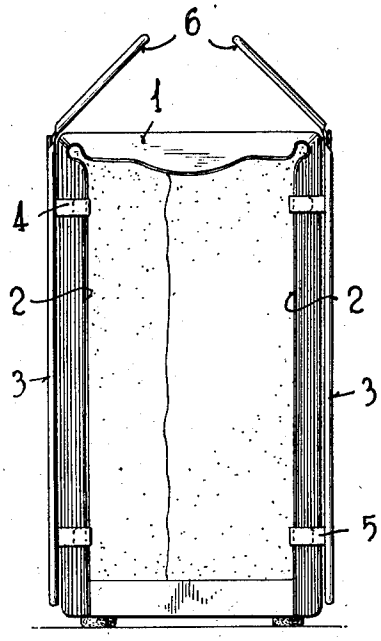


Fig. 3.

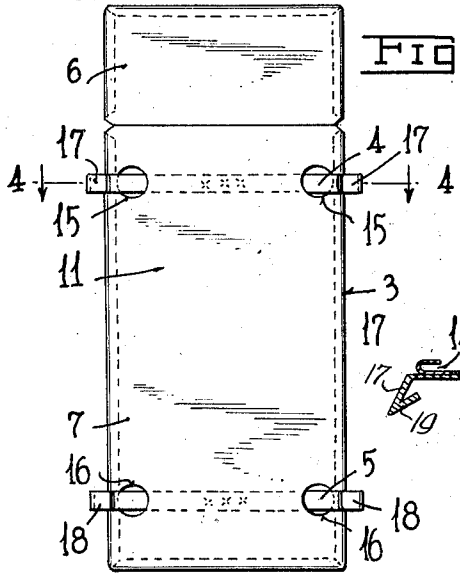
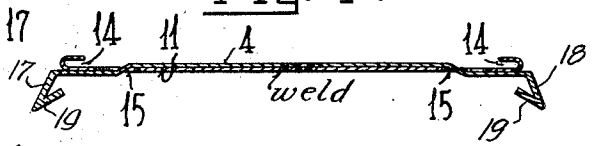


Fig. 4.



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UNITED STATES PATENT OFFICE

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COMBINATION NAPKIN CONTAINER AND ADVERTISEMENT HOLDER

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3 Claims. (Cl. 40—16)

My invention relates to an improved advertising system and more particularly to the combination of a table article and an advertising card holder, menu or program holder.

The main object of my invention is to provide a table article such as a napkin holder combined with an advertisement card holder so that the advertising matter is constantly before the restaurant customers' vision.

Another object is to enable merchants to advertise their goods in a place where the signs are most likely to be read and with a minimum amount of expense and space for the advertising signs or cards.

Yet another object is to provide a novel card holder and means for fastening the same to a suitable container for superior advertising or reading position.

Other objects and advantages of my invention will readily appear from the following detailed description together with the accompanying drawing:

Figure 1 is a side elevation of my invention with the advertisement holder attached to a paper napkin container.

Figure 2 is a front elevation of my invention showing the napkin holder or container with each side of the container supporting advertisement holders.

Figure 3 is a rear elevation of the advertisement holder before attachment with the napkin container.

Figure 4 is a cross sectional view of the advertisement holder taken on the line 4—4 of Figure 3.

Referring more specifically to the drawing, numeral 1 indicates a container for holding paper napkins. The container 1 has flanges 2 at front and back that cooperate with the fastening strips 4 and 5 of the advertisement holder 3 to secure the advertisement holder to the container 1 and support it in a substantially vertical or reading position.

The advertisement or program holder 3 is provided preferably with an upper section 6 and a lower section 7. The upper and lower sections are constructed similar to the usual sheet metal card holders having side flanges 8 and 9 and top and bottom flanges 10 and 12 turned inwardly and parallel with the sheet metal backing 11 of the holder 3 to form grooves 14, which are adapted to engage with the advertising cards. The card holder 3 is preferably made of greater length than the napkin container 1 and bent inwardly over the top of container 1 thereby providing for a better reading angle and forming the top section 6. The side flanges 8 and 9 are cut out at the bottom of the upper section 6 and at the top of the lower section 7. This permits the advertising circulars, menus, entertainment programs, etc. to be inserted in the grooves 14 formed from flanges 8, 9, 10 and 12 of the respective sections. The fastening strips 4 and 5 of the advertisement holder 3 may be made integral or separate from the holder. As shown in the drawing, the strips are welded or soldered to the front side of backing 11 of holder 3 and then inserted through openings 15 and 16 in the holder backing 11 and bent rearwardly of the holder adjacent flanges 8 and 9 of the lower section 7 and forwardly at 19 to provide hooks 17 and 18 for engagement with the side flanges 2 of the container 1.

As illustrated, my invention may be used to advantage in night clubs that have a complete program of entertainment. The upper section 6 may have the name of the cafe and title of the program and other written matter intended to be seen at first glance, while the lower section 7 may be in smaller print and give more details relating to the written matter of section 6.

Also, if desired the advertisement holder may be removed by sliding the same upwardly along the side flanges 2 for disconnection of the flange engaging hooks 17 and 18. This is facilitated by the cutting off of the top corner of each flange 2 and slightly slanting each flange outwardly from the container body.

While certain features of the present invention are more or less specifically described, I wish it understood that various changes may be resorted to within the scope of the appended claims.

I claim:

1. In combination with a container closed at the top, bottom, and sides and open at the front and rear portions, each of said side walls having two elongated longitudinally extending flanges, one flange of each side extending into the open front area and one flange of each side extending into the open rear area, a card holder vertically positioned against a side wall and fastening means carried by said card holder, said fastening means engaging the flanges of the respective side wall against which the card holder is positioned.

2. In combination with a napkin holder closed at the top, bottom, and sides and open at the front and rear portions, each of said side walls having two elongated longitudinally extending flanges, one flange of each side extending into the open front area and one flange of each side extending into the open rear area, an advertise-

ment holder positioned against a side wall of said napkin holder comprising a body member having lower and upper advertisement holding sections, said lower section being vertically positioned against a side wall of the said napkin holder and said upper section being angularly disposed with respect to said vertically positioned lower section and its supporting side wall and extending substantially mid-way over the top of the said napkin holder and fastening means carried by the advertisement holder in engagement with each of the said elongated flanges of the side against which the advertisement holder is vertically positioned.

3. A card holder comprising a body member having a lower card holding section with transversely disposed openings in its bottom portion and an upper card holding section, said lower section having elongated inturned flanges extending longitudinally along each side edge and an elongated inturned transversely extending flange along the bottom edge, said upper card holding section having elongated inturned flanges extending longitudinally along each side edge and an elongated inturned transversely extending flange along the top edge and strips secured to the bottom of said lower section extending through the said transversely disposed openings in said lower section, said strips being bent rearwardly of the card holder adjacent the said side flanges of the said lower section and forwardly into fastening hooks.

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