May 7, 1957 A. R. HILSINGER 2,791,446

ADVERTISING UNIT

Filed June 22, 1955

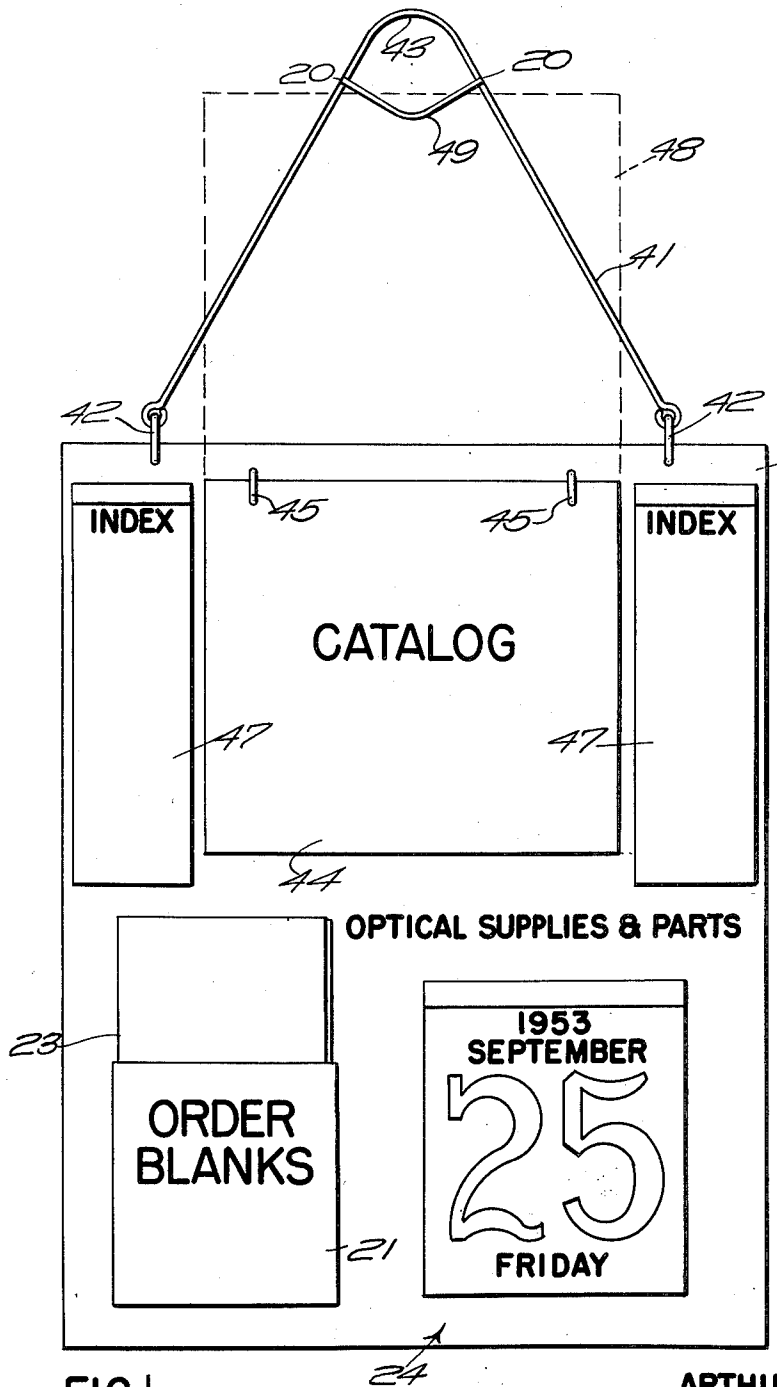


FIG. 1

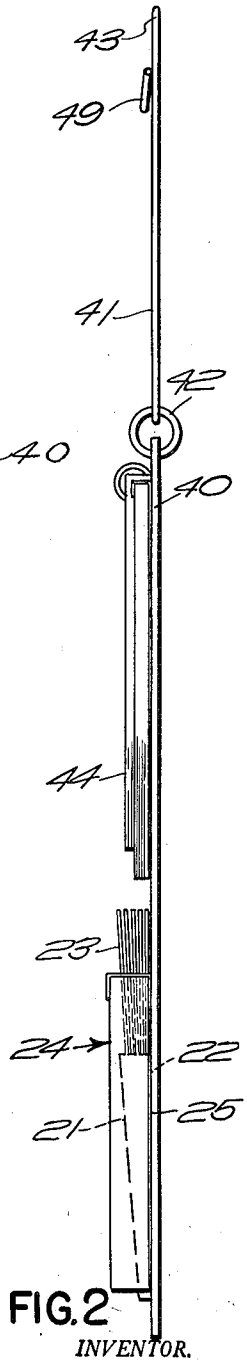


FIG. 2

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2,791,446

Patented May 7, 1957

2,791,446

ADVERTISING UNIT

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Application June 22, 1955, Serial No. 517,235

1 Claim. (Cl. 281—15)

This invention relates to an advertising unit which serves the purpose of making convenient the ordering of merchandise, and secondarily serves as a calendar which has the utilitarian purpose of enabling the date upon which the order is written to be readily observed for use on the order.

Catalogues are frequently distributed by merchandisers and order blanks furnished. Often the order blanks are separated from the catalogue, and even though one desires to place an order for some merchandise which is found in the catalogue, he then has to hunt around for order blanks, and as a third item which accompanies the ordering of merchandise, the date upon which the order is placed is desired as a convenient record for the time the order is placed.

One of the objects of this invention is to assemble in a unit the catalogue, order blanks, and a calendar so that the three which are used together may be in one location.

Another object of the invention is to make easily available use of the catalogue by exhibiting the index for the catalogue exposed at all times.

Another object of the invention is to provide a means for holding the catalogue in open position so that the contents may be observed as the order is written.

Another object of the invention is to have the order blanks ready for use in mailing so that the procedure in ordering may be most simplified.

With these and other objects in view, the invention consists of certain novel features of construction as will be more fully described and particularly pointed out in the appended claim.

In the accompanying drawings:

Figure 1 is a face view of the device in a position which it would assume as hanging upon the wall;

Figure 2 is a side elevation thereof.

In proceeding with this invention, I have provided a base of cardboard sheet material and mounted upon it a catalogue in book form with an exposed index for the catalogue adjacent to it. I have also provided on the same base a pocket for order blanks and also a calendar upon which the date may be readily noted. A hanging device is provided for the base and also a means for holding the front pages of the catalogue in open position that other pages will be exposed.

With reference to Figures 1 and 2 of the drawings, 40 designates a base which is formed of a sheet cardboard which is suspended by a hanging strap 41 secured to the

upper edge of the base by rings 42. The upper edge of the strap is in rounded form as at 43 so that it may be readily supported upon a single pin or projection from the wall or other suitable support.

A catalogue in the form of a book is designated 44, which has a number of pages which are bound together by rings 45 at two locations at its upper edge. This catalogue is secured to the base by cementing. Indexes 47—47 to pages in the catalogue are located alongside of the catalogue and exposed to view one on either side of the catalogue in order to give a balanced arrangement and symmetry on the base.

When the page is located of the item which is of interest to the purchaser, the sheets of the catalogue may be lifted from the position shown in Figures 1 and 2 to the dotted line position shown at 48 in Figure 1 and are held by a strip providing a resilient clip 49 which extends from opposite sides of the hanging straps 41 as at 50—50 and downwardly into a generally V shape as there illustrated. This clip may be conveniently formed of resilient wire so that the pages may be pushed under it and there resiliently held. The supports 41 may also be of wire to provide a back against which the leaves may be held.

In Figures 1 and 2, a pocket 21 is secured to the base as at 22 in which order blanks 23 may be positioned so that one may be easily withdrawn and filled out, folded, sealed, and placed in the mail. The address of the maker of the merchandise will be printed upon the order blank, and the same will be stamped and ready for mailing, the type being that in which no separate envelope need be employed.

A calendar 24 will also be provided, in which there will be a pad of different days of the year and which will be secured to the base as at 25 such as by cementing.

From the above, it will be apparent that the device in addition to serving as a calendar provides a convenient index of the date upon which the order blank is written and the merchandise ordered may be easily exposed by opening the book to the desired page which is made convenient by the exposed index. The arrangement is such that almost a one-hand operation is provided for.

I claim:

A device of the character described comprising a sheet cardboard base, an inverted U-shape strap providing two arms for hanging the same on a support, a book secured to said base, said book comprising a plurality of leaves hinged along a horizontal axis, a resilient strip extending from one arm to the other of the strap at the upper bight thereof providing a clip, said leaves being swingable about the hinge toward said clip to be placed thereunder for engagement between said strap and clip to hold the leaves in the elevated position.

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