

Oct. 24, 1933.

G. BRIGGS

1,932,154

HOLDER FOR ADVERTISING DEVICES, SHOWCARDS, AND OTHER ARTICLES

Filed June 4, 1932

2 Sheets-Sheet 1

Fig. 1.

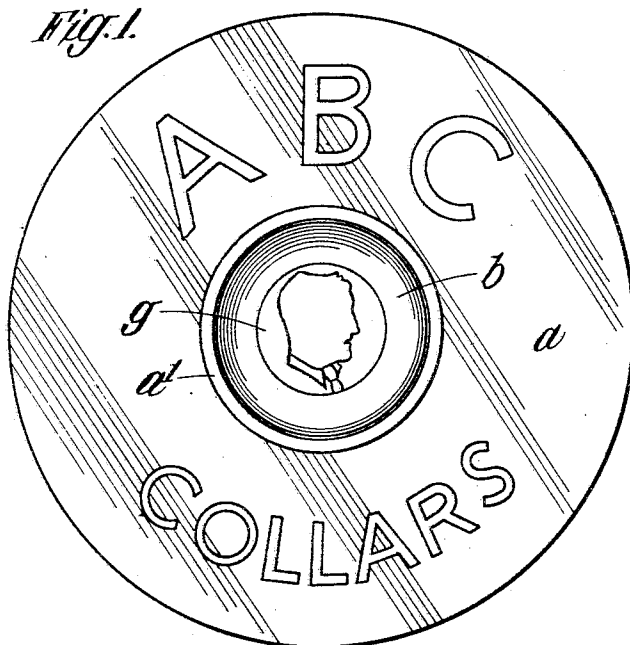
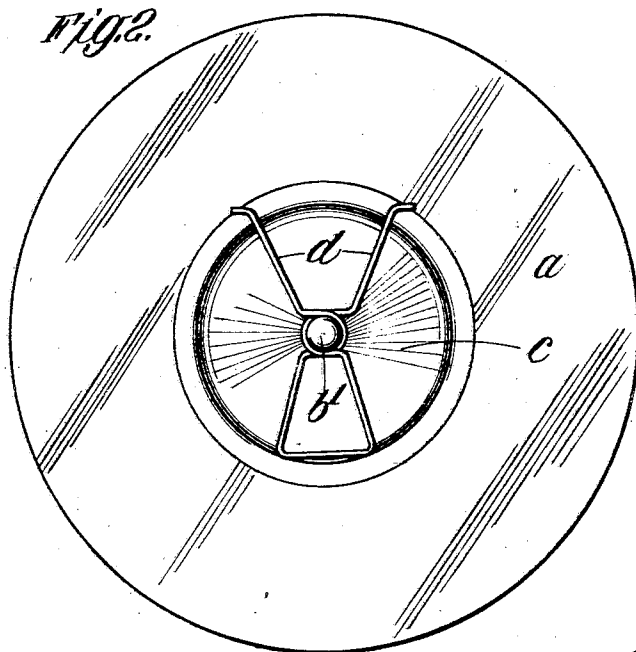


Fig. 2.



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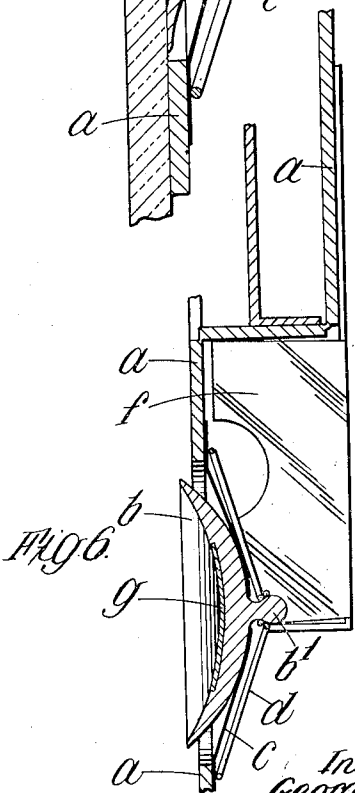
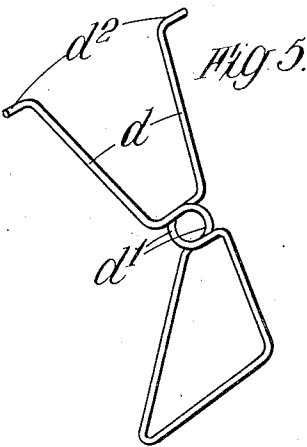
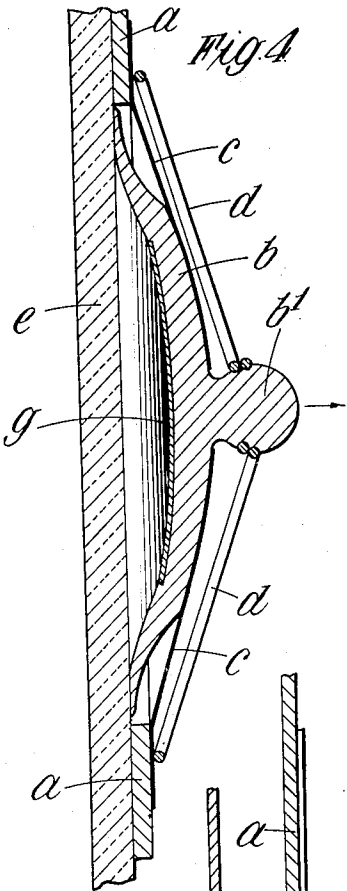
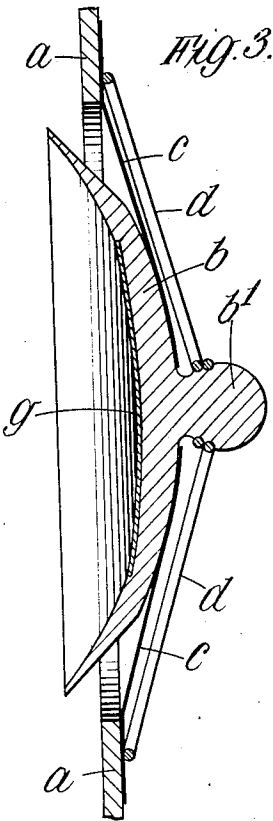
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2 Sheets-Sheet. 2



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UNITED STATES PATENT OFFICE

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HOLDER FOR ADVERTISING DEVICES,
SHOWCARDS, AND OTHER ARTICLES

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Application June 4, 1932, Serial No. 615,383, and
in Great Britain June 10, 1931

5 Claims. (Cl. 40—125)

This invention relates to improvements in advertising devices, showcards and the like and in holders for the same and for other articles, and has for its chief object to provide improved means for mounting showcards, and articles on shop windows which, while being simple and cheap to construct, will at the same time be efficient in action and will readily lend itself to enhancing the appearance and advertising value of the device as a whole.

According to the present invention, the advertising device, showcard or the like, or the holder for these articles is provided with one or more apertures in which is or are located one or more rubber holdfasts or suckers, a wire spring being provided which is attached to the centre of the sucker at or near its centre and which bears at its ends on the showcard or the like so that the said spring causes a pull to be imparted to the sucker when the device is in position, whereby the vacuum inside the sucker is maintained despite atmospheric and temperature variations.

The sucker may be kept in position in the aperture by means of a backing of cloth or the like which is stuck to the sucker and also to the back of the showcard.

The support for the sucker may consist of the advertising device or showcard itself or, alternatively, the sucker may be attached to a shelf to support the advertising or other device, or the sucker may be carried by the article itself.

The centre of the sucker may also carry a thin disc of metal, card or paper bearing advertising matter.

It has heretofore been proposed to attach various articles to smooth surfaces by means of suckers which in some cases have been located in apertures in the said articles, and have been provided with spring means to impart a pull on the centre of the sucker.

In order that this invention may be the more clearly understood and readily carried into effect, I will proceed to describe the same with reference to the accompanying drawings, which illustrate by way of example certain convenient embodiments of this invention, and in which

Figure 1 is a face view of a simple form of advertising device or showcard according to the present invention, and

Figure 2 is a rear view of the same.

Figure 3 is a section through the sucker part of the device shown in Figures 1 and 2 when not in use, and

Figure 4 is a similar view showing the device in position on a shop window.

Figure 5 is a perspective view of the spring used in the device according to this invention, and

Figure 6 is a section through a further form of advertising device according to this invention.

Referring now to Figures 1 to 5 of the accompanying drawings, the showcard *a* is provided at a suitable point with a circular aperture *a*¹ and in this circular aperture is mounted a rubber sucker *b*, the sucker (when flattened) preferably being of substantially the same diameter as the aperture. The sucker *b* is held in position in the showcard *a* by any suitable means but preferably by means of a disc of treated linen or the like *c* which is stuck or otherwise secured at its outer periphery to the edge of the aperture *a*¹ in the showcard, and at its centre to the back of the sucker. The usual rubber knob *b*¹ at the centre of the sucker projects through a hole in this mounting. It will be seen that by means of this method of mounting the sucker is firmly held in position in the showcard, but at the same time it is free to be depressed during the operation of mounting the sucker to a shop window or the like.

Now such a device would suffer from the disadvantage that, due to temperature variations or other causes, the small amount of residual air left under the sucker would expand or air would leak in and, furthermore, the showcard would not lie flat against the window. Consequently, the sucker would no longer maintain the showcard in position. In order to avoid this disadvantage, therefore, I provide a spring *d* which at all times when the device is in use maintains a pull on the centre of the sucker and thus overcomes all tendency of the vacuum within the sucker to break down. Such a spring may take any suitable form, but conveniently comprises, as shown in Figure 5, a length of spring wire of somewhat U-form, the centre of the arms being linked inwardly, as at *d*¹, so that as the free ends *d*² of the spring are pressed together, these kinked parts overlap and form a loop which is passed over the knob *b*¹ of the sucker *b*. The springiness of the arms causes this loop to grip firmly about the neck of the sucker. The spring member is curved so that at both sides it bears on the back of the showcard *a*. When the sucker is fixed in position on a shop window *e*, as shown in Figure 4, the centre of the spring is depressed (see Figure 4), and its natural tendency to return to its normal position maintains an outward pull

in the direction of the arrow on the knob of the sucker with the result referred to above.

The showcard may be of any suitable size, shape and design, and may, if desired, be adapted to hold articles for display. The showcard may also be replaced by any other suitable form of advertising or other device, and may, in some cases, be replaced by a shelf to hold the article or articles desired.

Figure 6 shows a form of showcard which is adapted to lie flat for transit purposes, but which can be folded to the shape shown and held in this position by the stop *f*, which is hinged to the back of the showcard. *h* is a cut out intended to illustrate or advertise the goods, and the part *j* is hinged to the back of the showcard so as to fold down to the position shown when the showcard is opened. I wish it to be clearly understood that the present invention is in no way limited to any particular form of showcard, as the method of mounting according to this invention may be used with any suitable type.

The sucker may be suitably coloured to conform to the general artistic design of the showcard or the like. Further, the advertising value of the device as a whole may be enhanced by the provision in the centre of the sucker of a disc *g* bearing an advertisement.

The device according to this invention is intended to be secured to the inside of a shop window or the like, as shown in Figure 4, and will bring the advertisement and/or the goods carried by the showcard right before the public eye.

The device will be cheap to manufacture, easily fixed and removed, and furthermore may be used to hold quite heavy articles in position. More than one sucker may, if desired, be provided in a single showcard.

The mount may, of course, be made of any desired material and of any shape, such as round, arrow-form, to draw particular attention to the notice displayed, or of star-form, and may also be ornamented or decorated to suit the particular purpose for which it is to be used.

One of the great advantages of the device according to the present invention is that the notice, poster or the like will be held in close proximity, if not right against the surface on which the device is mounted without in any way interfering with or damaging said surface.

I claim:—

1. An advertising device comprising a card having applied thereto advertising matter and having an aperture therein, a rubber sucker located in said aperture, a backing of flexible material, attached to the back of the sucker and also to the back of the card adjacent to the aperture in order to hold the sucker in position, and a

spring attached to said sucker and bearing at its ends on the back of the card in order to impart a pull to the centre of the sucker when the same is in position.

2. An advertising device comprising a card having applied thereto advertising matter and having an aperture therein, a rubber sucker located in said aperture, a backing of flexible material, attached to the back of the sucker and also to the back of the card adjacent to the aperture in order to hold the sucker in position, a spring attached to said sucker and bearing at its ends on the back of the card in order to impart a pull to the centre of the sucker when the same is in position, and a disc in the centre of said sucker, bearing advertising matter harmonizing with the advertising matter on said card.

3. An advertising device comprising a card having applied thereto advertising matter and having an aperture therein, a rubber sucker located in said aperture, a knob on said sucker, means for holding said sucker in the aperture, a spring comprising a length of wire bent to U-form and having over-lapping kinked parts surrounding the knob on the sucker, said spring bearing at its ends on the back of the card in order to impart a pull to the centre of the sucker when the same is in position.

4. An advertising device comprising a card having applied thereto advertising matter and having an aperture therein, a rubber sucker located in said aperture, a knob on said sucker, a backing of flexible material, attached to the back of the sucker and also to the back of the card adjacent to the aperture in order to hold the sucker in position, a spring comprising a length of wire bent to U-form and having over-lapping kinked parts surrounding the knob on the sucker, said spring bearing at its ends on the back of the card in order to impart a pull to the centre of the sucker when the same is in position.

5. An advertising device comprising a card having applied thereto advertising matter and having an aperture therein, a rubber sucker located in said aperture, a knob on said sucker, a backing of flexible material, attached to the back of the sucker and also to the back of the card adjacent to the aperture in order to hold the sucker in position, a spring comprising a length of wire bent to U-form and having over-lapping kinked parts surrounding the knob on the sucker, said spring bearing at its ends on the back of the card in order to impart a pull to the centre of the sucker when the same is in position, and a disc in the centre of said sucker bearing advertising matter harmonizing with the advertising matter on said card.

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