

Dec. 8, 1936.

R. G. MOONEY

2,063,553

ADVERTISING PLATE

Filed April 4, 1936

Fig. 1.

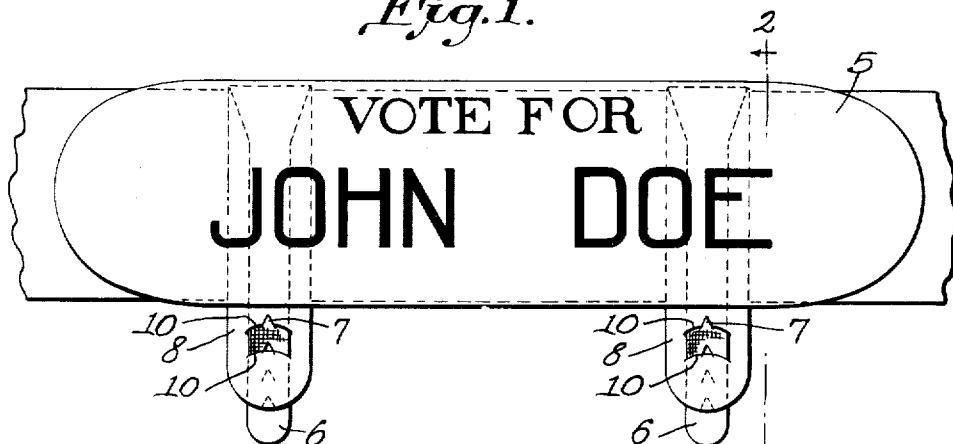


Fig. 3.

Fig. 2.

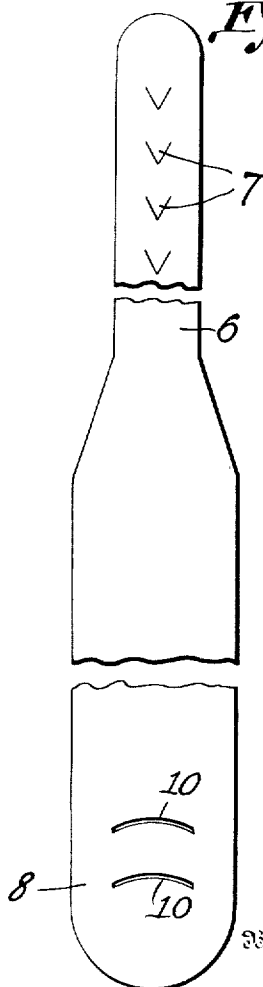
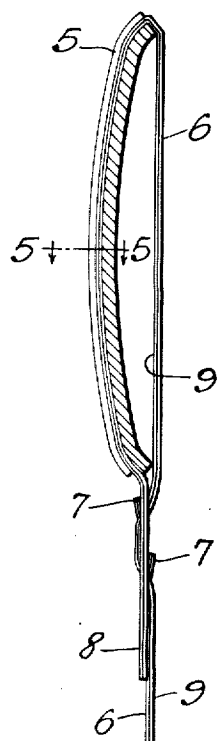


Fig. 4.

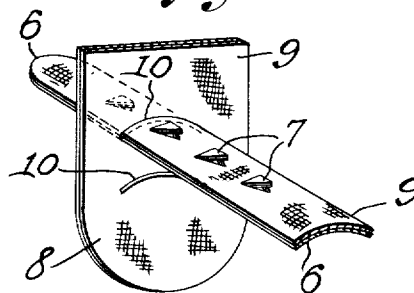
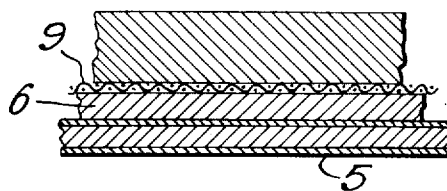


Fig. 5.



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2,063,553

ADVERTISING PLATE

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Application April 4, 1936, Serial No. 72,820

4 Claims. (Cl. 40—129)

This invention relates to a display device designed primarily for use as an advertising or publicity medium.

5 An important object of the invention is to provide an advertising device constructed of cardboard material treated in such a way as to render the device waterproof to resist the elements.

10 A still further object of the invention is to provide an adjustable securing means for securing the body portion in position on a bumper or similar support, with the result that the body portion may be used on bumpers of various sizes, due consideration having been given to the strength and durability of the securing means.

15 A still further object of the invention is the provision of a device which when positioned on the curved surface of a motor vehicle bumper, will bend and conform to the curvature of the bumper, lending to the attractiveness of the device.

20 With the foregoing and other objects in view, which will appear as the description proceeds, the invention resides in the combination and arrangement of parts and in the details of construction hereinafter described and claimed, it being understood that changes in the precise embodiment of the invention herein disclosed, may be made within the scope of what is claimed, without departing from the spirit of the invention.

Referring to the drawing:

Figure 1 is a front elevational view of a display device constructed in accordance with the invention and illustrating the device as mounted on a motor vehicle bumper.

Figure 2 is a sectional view taken on line 2—2 of Figure 1.

Figure 3 is an elevational view of one of the straps used in securing the device in position on a bumper.

Figure 4 is a fragmental perspective of one of the straps illustrating the manner of securing the ends of the straps.

Figure 5 is an enlarged fragmental sectional view through the body portion of a strap.

Referring to the drawing, the device comprises a body portion indicated generally by the reference character 5, which body portion is constructed of a special grade of cardboard, fabric, rubberized compositions or any suitable pliable material which will conform to the shape of the motor vehicle bumper or support to which the device is secured.

This body portion 5, while it is shown as elongated in construction, may be manufactured

in any desirable shape or size, to meet the requirements of use, without departing from the spirit of the invention.

In order that the body portion will be weather-proof to resist the elements, the body portion is covered or coated with a suitable wax material which will give a smooth and glazed finish to the outer surface of the body portion, rendering the device exceptionally attractive. It will of course be understood that the outer surface of the body portion, prior to the application of the wax finish, is supplied with suitable indicia as an advertising or publicity medium, the indicia to be made and arranged in any suitable manner and color.

In order that the body portion may be readily and securely held in position on a bumper, straps 6 are provided, the straps being constructed of heavy cardboard material pliable so that they may be bent around the bumper or support. These straps are formed with narrow ends and are secured to the rear surface of the body portion 5, as by gluing, the narrow ends of the straps being formed with spaced tongues 7 that extend rearwardly or in a direction towards the body portion.

The straps 6, while they are constructed of inexpensive pliable material such as cardboard, are reinforced by lengths of fabric material 9, which may be glued or cemented in position on the rear surfaces of the straps.

The wide ends of the straps 6 extend beyond the opposite edge of the body portion 5, and provide tabs 8 which are formed with slits 10 disposed in spaced relation with each other, the slits being of lengths equal to the widths of the narrow ends of the straps, so that the straps may readily pass thereinto.

These slits 10 are transversely disposed and curved as shown, so that when the straps 6 are positioned in the slits, the straps are necessarily curved transversely, causing the tongues 7 to extend outwardly insuring the proper locking of the straps, and at the same time setting up a binding action between the tongues and tabs, to prevent the accidental displacement of the straps from the retainer tabs.

As shown by Figure 2 of the drawing, the straps are positioned over the rear surface of the bumper, and are passed through the slits 10 nearest to the body portion, from where the straps are passed over the tabs, and downwardly through the adjacent slits 10. It will of course be seen that the tongues 7 nearest the slits 10 will move over portions of the tabs on both the

outer and inner surface of the tabs, securely fastening the straps to the tabs.

From the foregoing it will be seen that due to the construction shown and described, I have
5 provided a device which may be readily and easily mounted on a bumper, and one which may be attractively designed and provided with indicia to be used as an advertising or publicity medium, and one which may be manufactured
10 at an exceptionally low cost.

Further, devices of this character may be positioned without danger of scratching or marring the finish of the bumper or support with which they are used.

15 Having thus described the invention, what is claimed is:

1. A display device comprising a body portion constructed of pliable material and having indicia thereon, securing straps on the body portion, retainer tabs extending from the body portion, said tabs having spaced curved slits formed therein, tongues extending from the straps, said straps adapted to be extended through the slits, and said tongues adapted to engage the edges of
20 the slits, securing the straps to the retainer tabs.

2. A display device comprising a body portion, securing straps extending from the body portion and having tongues arranged in spaced relation with each other and stamped from the straps, 30 tabs extending from the body portion, said tabs having transversely disposed curved slits formed therein, the said straps adapted to be extended

through the curved slits and bent transversely whereby the tongues are extended into engagement with the tabs.

3. A display device comprising a body portion constructed of pliable material and having indicia thereon, securing straps secured to one edge of the body portion and having a plurality of tongues punched from the straps, said tongues being arranged in spaced relation with each other, retaining tabs at the opposite edge of the body portion and having spaced curved slits, said slits adapted to be passed around a support and extended forwardly through one of the slits and then passed rearwardly through the adjacent slit, and said tongues adjacent to the slits adapted to engage opposite sides of the tabs, securing the straps to the tabs. 15

4. A display device comprising a body portion constructed of pliable material and having indicia thereon, straps extending from one edge of the body portion, tongues extending from the straps and arranged in spaced relation with each other, tabs extending from the body portion and having curved transversely disposed slits arranged therein, said straps adapted to be extended around a support and extended forwardly through one of the slits and then passed rearwardly through the adjacent slit, and said slits adapted to curve the straps transversely extending the tongues outwardly to overlie the tabs at the slits. 20 25 30

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