March 16, 1937. R. M. BONE 2,074,250

ADVERTISING DEVICE

Filed July 1, 1936

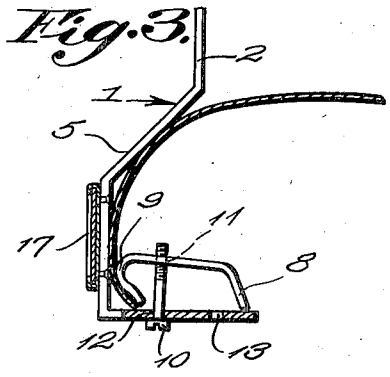


Fig. 3.

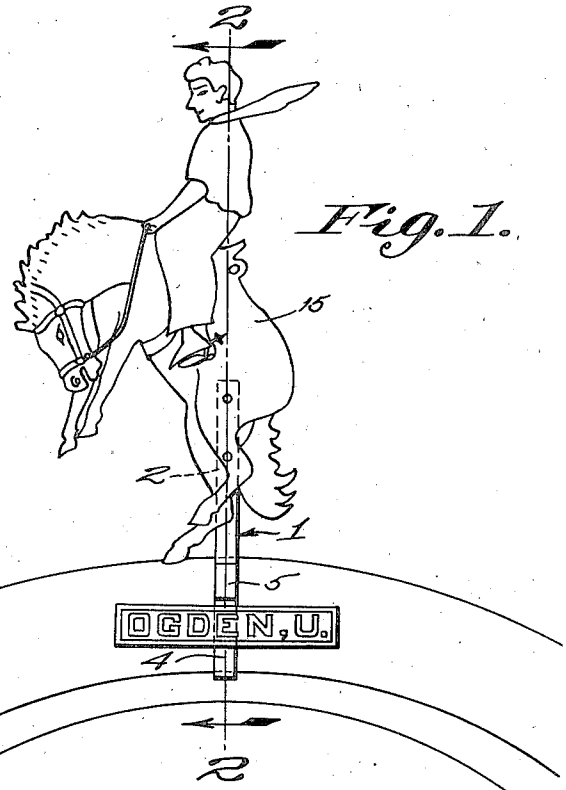


Fig. 1.

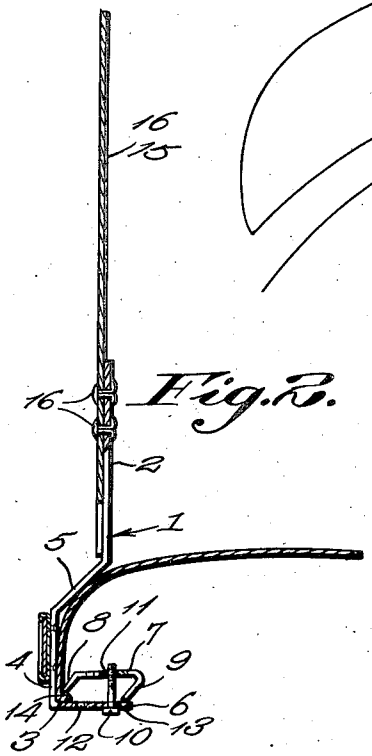


Fig. 2.

R. E. Wise.

WITNESS

Revella M. Bone

INVENTOR

BY Victor J. Evans & Co.

ATTORNEYS

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2,074,250

ADVERTISING DEVICE

Revella M. Bone, Ogden, Utah

Application July 1, 1936, Serial No. 88,455

3 Claims. (Cl. 40—129)

My invention relates to advertising devices and more particularly to improvements in display brackets for advertising signs or the like.

The principal object of my invention is to provide a quick attachable and detachable bracket for use on automobile fenders to display advertising media thereon and which is particularly adapted for attachment to the side edge of automobile fenders of different forms and construction.

Other objects are to provide a device of the type and for the purpose above set forth which provides a rigid mounting on an automobile fender for various forms of advertising media, will not mar the fender or chatter thereon, is strong and durable, and inexpensive to manufacture.

To the accomplishment of the above and subordinate objects, presently appearing, a preferred embodiment of my invention has been illustrated in the accompanying drawing, set forth in detail in the following description, and defined in the claims appended hereto.

In said drawing:

Figure 1 is a view in side elevation of my invention attached to one type of fender.

Figure 2 is a vertical section taken on the line 2—2 of Figure 1 looking in the direction indicated by the arrows, and

Figure 3 is a similar view illustrating the invention attached to another type of fender.

Referring to the drawing by numerals, the bracket 1 of my invention comprises a bar-like length of flat metal of any suitable kind bent upon itself to provide a straight end 2 and a right-angled base end 3. The base end 3 comprises, a straight part 4 parallel with the straight part 2 and connected to the latter by an oblique part 5, and a right-angled arm 6. The base end 3 is designed to take under the edge of a fender to function as one part of a clamp and the oblique part 5 overlies the crown part of the fender to support the bracket on the latter in upstanding position. Co-operating with the base end 3 is a substantially U-shaped clamping member 7 having an oblique leg 8 and a rounded leg 9. The clamping member 7 is adapted to be secured to the arm 6 in reverse positions for co-operation therewith to clamp the bracket 1 to different type fenders, respectively, as for instance those formed with a curved end edge and those formed with an inwardly extending bead around their edges. The clamping member 7 is secured to the arm 6 by means of a screw bolt 10 passing upwardly through said arm into a threaded aperture 11 in said member near the leg 9 of the latter. The arm 6 is provided with two bolt holes 12 and 13, respectively, spaced apart so that the one, 12, is near to the edge of the fender and the other, 13, is further therefrom. The member 7 is positioned on the arm 6 so that one or the other of its legs 8 and 9, will fulcrum on said arm under the action of the bolt 10 to clampingly engage the other leg with the edge of the fender. In the case of the beaded edge fender, the further bolt hole 13 is used, as shown in Figure 2, with the oblique end 8 of the member 7 overlying the beaded edge 14 of the fender. In the case of the rounded edge fender, as shown in 3, the bolt hole 12 nearest thereto is used and the rounded leg 9 of the member 7 clamped against the inner side of the edge of said fender, since in the absence of the bead a greater clamping action is necessary to secure the bracket to this type of fender and by using the bolt hole 12 a greater leverage can be obtained against the bracket 7. In this position of the parts, various forms of advertising media may be secured to the bracket 1. For instance, as shown, a panel figure 15 may be secured to the end 2 by means of rivets 16 and a plate 17 having descriptive matter or information delineated thereon may be secured to the base end 3 in a similar manner.

It is to be understood that the details described in the foregoing are illustrative of a preferred embodiment of my invention only and that right is herein reserved to modifications thereof falling within the scope of the appended claims.

What I claim is:

1. An advertising device for use on automobiles and comprising, a bracket having a right-angled base adapted to take under the edge of an automobile fender, a straight part adapted to extend above the fender in upright position, an oblique part intermediate said base and straight part adapted to overlie the crown of the fender, a clamping member removably secured to the right-angled base for co-operation therewith to clamp the bracket to the edge of the fender, and a panel for displaying advertising matter removably secured to said straight part.

2. An advertising device for use on an automobile and comprising, a bracket having a right-angled base adapted to take under the edge of an automobile fender, a straight part adapted to extend above the fender in upright position, an oblique part intermediate the base part and the straight part adapted to overlie the crown

of the fender, a clamping member removably secured to the base for co-operation thereof to clamp the bracket to the edge of the fender, said member having differently characterized ends for use with fenders of different types and being reversible on said base to position either end against the inner side of the fender, and a panel for displaying advertising matter removably secured to said straight part.

3. A bracket for use on an automobile and comprising, angularly related base arms adapted to take under the edge of an automobile fender with said arms in vertical and horizontal positions, respectively, a straight part adapted to extend above said fender in upright position, an oblique part adapted to overlie the crown of the fender, and a clamping member detachably connected to the horizontally positioned arm for co-operation with said arms to clamp the bracket to the fender, said member being substantially U-shaped and having legs of different shape for use with fenders of different types and being reversible on said horizontally positioned arm to dispose either leg against the inner edge of the fender.

REVELLA M. BONE.