Sept. 25, 1934. N. T. HALL 1,974,814

ADVERTISING NOVELTY

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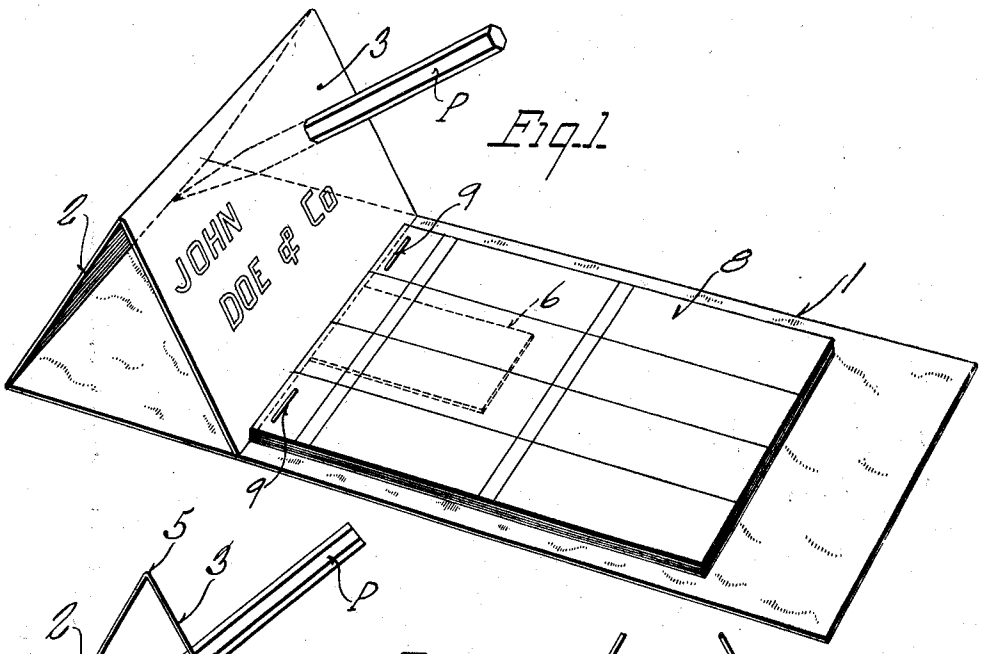


Fig. 1

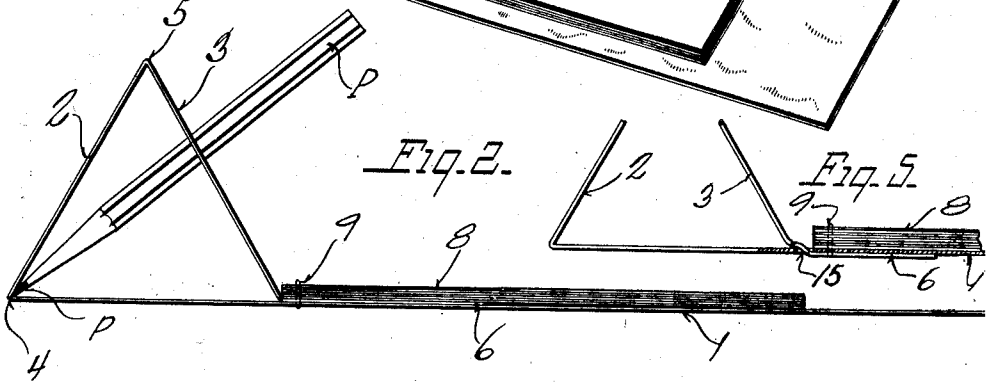


Fig. 2

Fig. 5

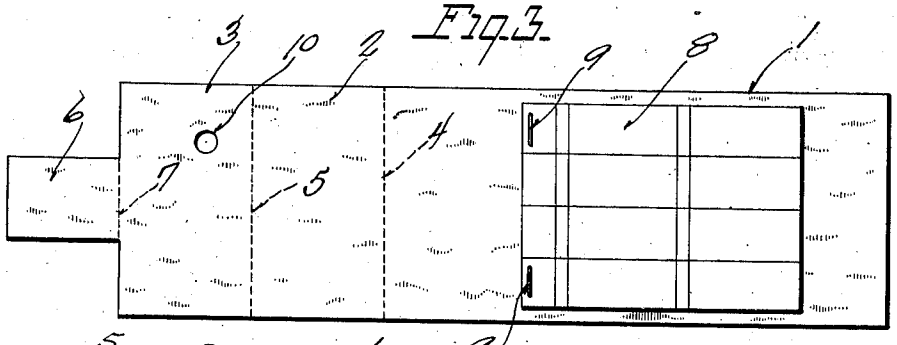


Fig. 3

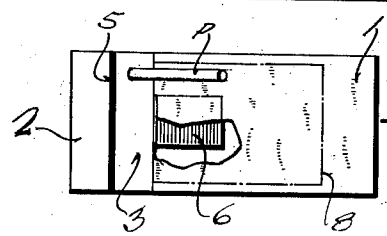


Fig. 4

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ADVERTISING NOVELTY

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Application August 24, 1932, Serial No. 630,189

8 Claims. (Cl. 281—15)

This invention relates to an improvement in advertising novelties and is especially designed and adapted for use in keeping the score of card games or the like such as auction or contract bridge.

Among the objects of the invention are to provide a device of this character which provides a novel form of rack for pencils or other articles in convenient conjunction with a pad of score sheets and in connection with these utilities affords an effective though pleasing display of advertising matter.

Another object is to provide a device of this character which is simple and durable in construction, convenient and pleasing in use, easy and comparatively inexpensive to manufacture and also adapted to be compactly packaged and shipped.

Other objects and advantages reside in certain novel features of the construction, arrangement and combination of parts which will be hereinafter more fully described and particularly pointed out in the appended claims, reference being had to the accompanying drawing, forming a part of this specification, and in which:

Figure 1 is a perspective view showing a device embodying the present invention in use;

Figure 2 is a view of the device in side elevation with portions shown in section to illustrate the manner in which the holding tab maintains the pencil rack sections in position;

Figure 3 is a plan view showing one of the devices laid out flat and thus adapted for packaging for shipping purposes;

Figure 4 is a view on a reduced scale showing in top plan a modified form of the invention, parts being broken away to better illustrate the structure; and

Figure 5 is a fragmentary view partly in side elevation and partly in vertical section further illustrating the modification shown in Figure 4.

Referring to the drawing, and more particularly to Figures 1 to 3, inclusive, it will be seen that the device embodying the present invention includes a body portion 1 which is preferably in the form of a flat sheet and which may be constructed of stiff cardboard or the like and may be of rectangular outline as illustrated.

Integral with one end of the body portion 1 are rack forming sections 2 and 3, the rack section 2 being united with one end of the body portion 1 by a crease or line of fold 4 while the rack section 3 is similarly united with the rack section 2 by a crease or line of fold 5. The free edge of the rack section 3 has integral therewith a holding tab 6 and a crease or line of fold 7 is provided along the juncture of the tab 6 with the section 3.

On the body portion 1 a pad of score sheets designated at 8 is provided and the upper edges of the sheets are secured to the body portion 1 adjacent their sides by means of fasteners or clips 9.

When the devices are not in use or are being shipped they are laid out flat as shown in Figure 3 so that they may be conveniently and compactly piled one on top of the other and consequently compactly bundled or packaged. When the devices are in use the rack forming sections 2 and 3 are folded up as shown in Figures 1 and 2 so that these sections constitute the legs of a triangularly shaped rack, the base of which is constituted by the underlying portion of the body portion 1. In this set-up position of the rack sections the holding tab 6 is inserted under the pad 8 and is confined thereunder especially in view of the provision of the clips 9.

The rack section 3 is provided with a pencil or pen receiving opening 10 which is so positioned that a pencil P inserted therein will have its point *p* received and confined in the interior angle formed between the body portion 1 and the rack forming section 2.

The exterior faces of the rack forming sections are adapted to receive or have applied thereto suitable advertising matter, which, while attractively displayed, does not detract from the uses to which the devices may be so conveniently put.

The form of the invention shown in Figures 4 and 5 is in all major respects substantially the same as the form shown in Figures 1 to 3 and the description hereinabove applies thereto except as to the manner of confining the holding tab 6. In Figures 4 and 5 the body portion 1 has a transverse slot 15 extending partway thereacross and located at a convenient point, as, for example, just beyond one end of the memorandum pad 8, if such pad is employed. The holding tab 6, in the set-up position of the device, is inserted through this slot 15 and confined by the walls of the slot and beneath the underside of the body portion.

It is obvious that the rack forming sections may be adapted to hold various articles other than pencils. By appropriately slotting or cutting out the rack forming section 3, it may be adapted to support a package of cigarettes in a vertical or upright position.

While I have shown and described typical constructions as embodying the present invention, it

is to be understood that such constructions have been selected merely for purposes of example or illustration and that various changes in the size, form and arrangement of the parts may be made without departing from the spirit of the invention or the scope of the subjoined claims.

The invention claimed is:

1. A device of the character described comprising a body portion adapted to support a pad of score sheets and having at one end rack forming sections adapted to be set up over such end of the body portion, one of said rack forming sections being connected with said body portion and the other rack forming section being connected to said first rack forming section and having means for releasable connection in between said pad and said body portion.

2. A device of the character described comprising a body portion adapted to support a pad of score sheets and having at one end rack forming sections adapted to be set up over such end of the body portion, one of said rack forming sections being connected with said body portion and the other rack forming section being connected to said first rack forming section and having means for releasable connection in between said pad and said body portion, one of said rack forming sections having a pencil receiving opening so positioned as to support a pencil intermediate its ends with the point of the pencil interengaged in the interior angle between said other rack forming section and said body portion.

3. A device of the character described comprising a flat sheet-like body portion having integrally formed at one end a pair of rack forming sections, said rack forming sections being connected together by a line of fold, one of said rack forming sections being connected to the body portion by a line of fold, the other rack forming section having an integral holding tab connected thereto by a line of fold, and means on the body portion cooperable with said tab for securing the same in such position as to retain the rack forming sections set up in rack forming position.

4. A device of the character described comprising a flat sheet-like body portion having integrally formed at one end a pair of rack forming sections, said rack forming sections being connected together by a line of fold, one of said rack forming sections being connected to the body portion by a line of fold, the other rack forming section having an integral holding tab connected thereto by a line of fold, and means on the body portion cooperable with said tab for securing the same in such position as to retain the rack forming sections set up in rack forming position, one of said rack forming sections having a pencil receiving opening so positioned that a pencil supported in said opening intermediate its ends will have its point confined in the interior angle defined between the body portion and one of said rack forming sections.

5. A device of the character described comprising a body portion having at one end a pair of rack forming sections adapted to be laid out flat or to be set up in rack forming position, one of said rack forming sections having a holding tab adapted to lie flatly against said body portion, and means for confining the holding tab in position consisting of a pad overlying the tab and abutting one of the rack forming sections and fastening devices between the pad and the body portion on the opposite sides of the tab.

6. A device of the character described comprising a body portion creased at one end to provide a pair of rack forming sections adapted to be laid out flat or to be set up in rack forming position, one of said sections having a holding tab, and means cooperable with the holding tab and with the tab flatly disposed and so engaged with said body portion as to maintain the rack sections in rack forming position.

7. A device of the character described comprising a body portion creased at one end to provide a pair of rack forming sections adapted to be laid out flat or to be set up in rack forming position, one of said sections having a holding tab, and means cooperable with the holding tab to maintain the rack sections in rack forming position, one of said rack forming sections having a pencil receiving opening so positioned that a pencil supported in said opening intermediate its ends will have its point confined between one of the rack sections and the body portion.

8. A device of the character described comprising a flat sheet-like body portion having foldable rack forming sections at one end thereof adapted to be compactly folded or to be set up to form an article receiving rack, at least one of said sections having a holding tab, said body portion having a slot through which said holding tab is inserted with the tab substantially flatly disposed beneath the body portion whereby to releasably secure the sections in set-up position.

NEAL TAYLOR HALL.