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E. L. DOTY

DISPLAY ADVERTISEMENT ATTACHMENT FOR CIGAR LIGHTERS

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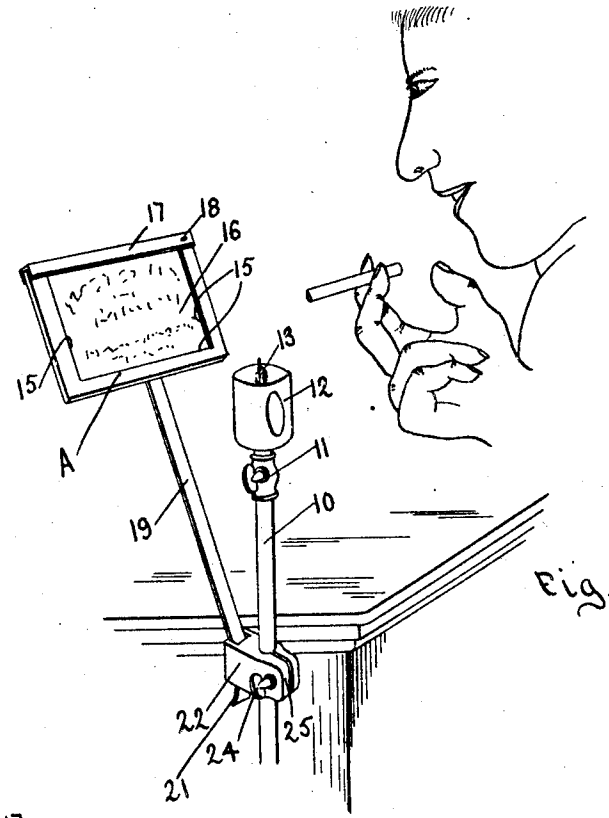


Fig. 1

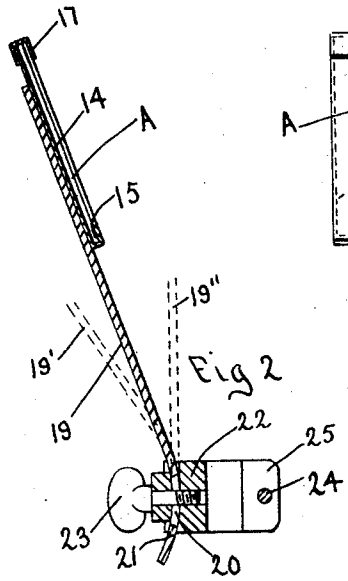


Fig 2

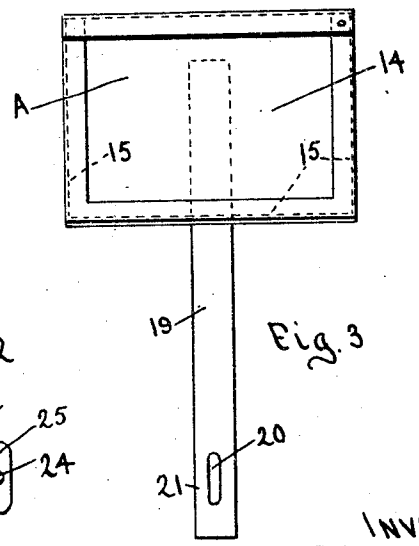


Fig. 3

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UNITED STATES PATENT OFFICE.

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DISPLAY-ADVERTISEMENT ATTACHMENT FOR CIGAR LIGHTERS.

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My invention relates to holders for advertising cards, and particularly to the type of holder that may be attached to apparatus of public utility for the purpose of attracting attention to the advertisement.

My primary object is to provide such a holder that may be readily attached to cigar lighters for public use in stores, hotels and club houses, the holder being in such relation to the light of the cigar lighter that the advertising matter will attract the attention of the user of the lighter.

A further object is to provide a holder of the kind described that may be attached to cigar lighters now in use, and adjustable in position relative to the flame of the lighter, to secure distance and angle most suitable for reading the advertising matter in the holder as the lighter is used.

In the accompanying specifications and claims, and the drawings forming a part thereof, I have described and illustrated a preferred form of my invention.

In the drawings, Fig. 1 illustrates the manner in which my invention is used.

Fig. 2 is an enlarged sectional elevation of my invention.

Fig. 3 is a corresponding front elevation of the card holder and the extension.

In the drawings, 10 is a gas pipe standard to the upper end of which is secured the gas jet controlled by the cock 11, the cowl 12 protecting the flame 13. The card holder A may be of any convenient size or form to receive and retain an advertising card of predetermined character, and in the drawings such a holder is shown in which the backing plate 14 is formed on three sides with the channels 15, in which the advertising cards 16 may be placed, a channel cap 17 swiveled at 18, serving to protect and retain the card. The holder is provided with an extension 19, the opposite end of which, 21, is formed on an arc, through which extends the slot 20. The sleeve 22 is provided with a surface conforming with the arc 21 and is tapped to receive the thumb screw 23, by means of which the extension is secured to the sleeve. This sleeve is slidable on the gas pipe standard 10 of the cigar lighter, to which it is clamped by means of the clamp screw 24, the lug 25 being split to form ears through one of which the screw passes and is tapped into the other. The angular adjustment of the holder to regulate the distance from the axis of the standard 10 is thus controlled by the thumb screw 23 which passes through the slot 20, and the radial position by the clamp screw 24.

Operating in conjunction, the holder may be adjusted to a suitable position relative to the lighter flame and the eye of the user, such that the advertising matter on the card can not fail to be observed. In Fig. 2, 19′ and 19″ indicate the possible angular adjustment with corresponding variations in the distance of the card holder from the lighter flame. I do not confine myself to the construction herein shown and described, as modifications may be made within the scope of the appended claims.

Having thus described my invention, I claim:

1. In an advertising attachment for a cigar lighter for public use, and including a holder in which advertising cards may be displayed, the combination therewith of an extension arm therefrom formed at its end with an arcuate surface; a shoe formed with an arcuate groove conforming with the arcuate surface and width of the arm and slidable relatively thereto; means for adjustably securing the arcuate surfaces together; and means clamping the shoe to the supply pipe of the cigar lighter.

2. In an advertising attachment for a cigar lighter for public use, and including a holder in which advertising cards may be displayed, the combination therewith of an extension arm therefrom, formed with a slotted arcuate surface near its end; a shoe adapted to slidably engage the supply pipe of the cigar lighter, and formed with an arcuate groove conforming with the arcuate surface of the extension arm and the sides thereof, and slidable therewith; a clamp screw passing through the slot in the arm and tapped into the arcuate surface of the shoe for the purpose of clamping the arm in adjusted position relative to the shoe; and means for securing the shoe in adjusted position to the supply pipe of the cigar lighter; for the purpose of adjusting the advertising card holder radially and axially relative to the flame of the cigar lighter.

EDWARD L. DOTY.