Aug. 11, 1942. L. J. JUERGENS 2,292,697

ADVERTISING NOVELTY

Filed June 28, 1941

Fig. 1

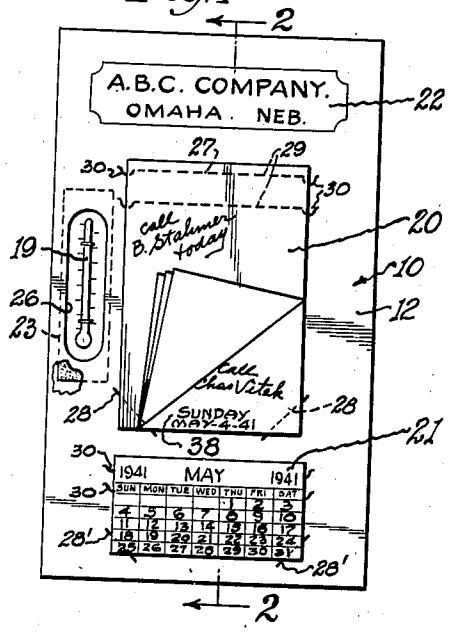


Fig. 2

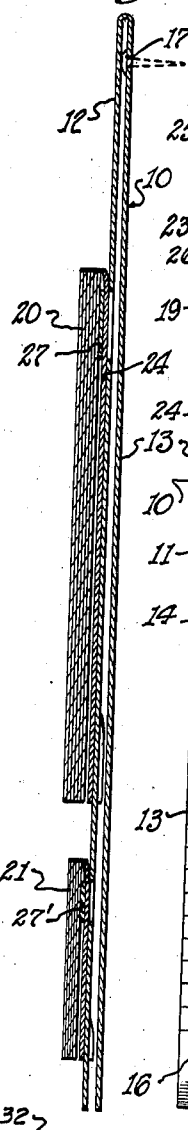


Fig. 3

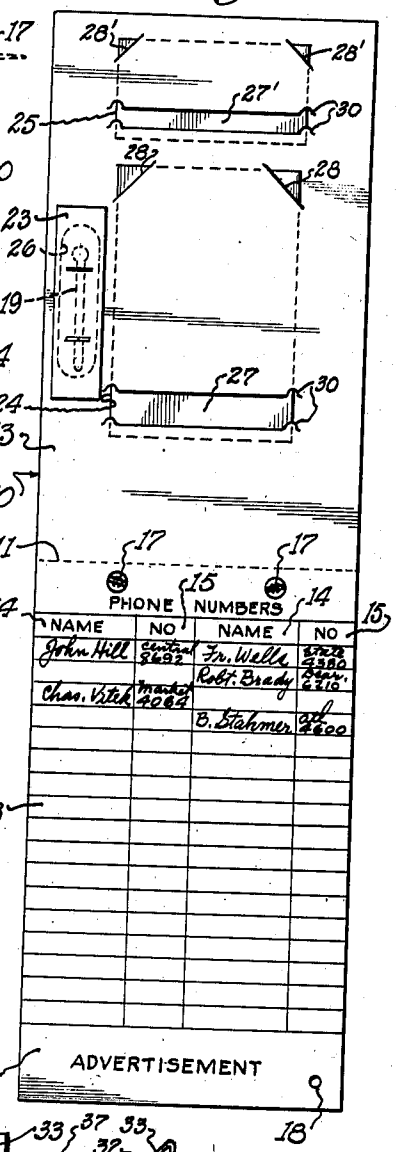


Fig. 4

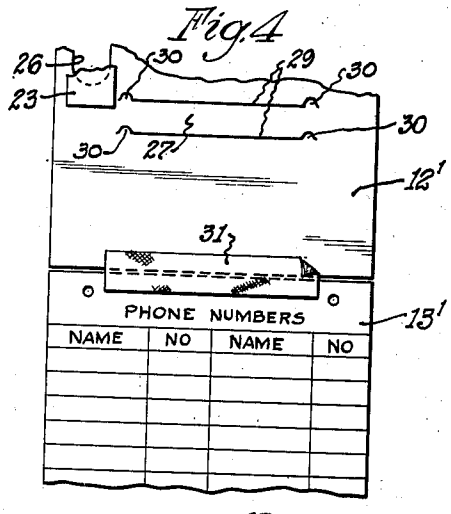


Fig. 5

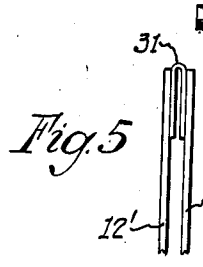


Fig. 6

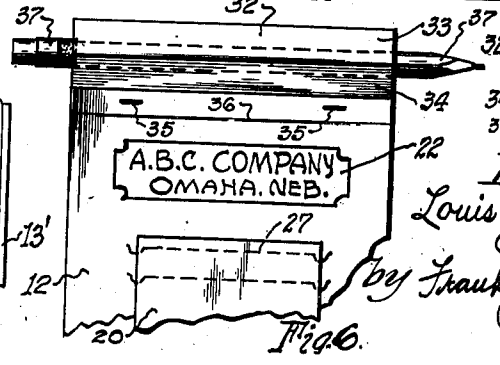
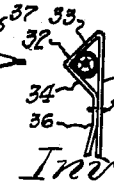


Fig. 7



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UNITED STATES PATENT OFFICE

2,292,697

ADVERTISING NOVELTY

Louis J. Juergens, Omaha, Nebr.

Application June 28, 1941, Serial No. 400,243

6 Claims. (Cl. 281—17)

This invention relates generally to new and useful improvements in advertising novelties and has among its objects to provide a new and useful wall or desk utility which is particularly adapted for use as a telephone accessory and which lends itself to use as an economical and useful advertising novelty.

Among the distinctive features of my invention are the following:

(*a*) The device may be made preferably from a single folded piece of paper, cardboard, or fiber-board; such device may also be made from two separate pieces of suitable material and provided with a hinge; as illustrated in Figs. 4 and 5 of the attached drawing.

(*b*) The device consists of a backing and a cover; the backing is provided with a phone listing column, or columns of ruled spaces for insertion therein of telephone directory data such as names and telephone numbers, an advertisement, a perforation through which a string may be attached for securement of a pencil, and one or more perforations through which a screw or screws may be projected for securement of the device to a wall or other support; the cover is provided with an advertisement, a thermometer, a memorandum pad and a calendar.

(*c*) The securement screws are concealed from view by the cover which also conceals the list of names and telephone numbers but makes such list readily available by simply lifting the cover, such provision and arrangement affording an artistic display of a device which is both ornate and utilitarian.

(*d*) The memorandum or scratch pad and calendar are detachably supported on the cover and are therefore replaceable to afford extended use of the device.

(*e*) Novel means are provided for detachably supporting the scratch pad and calendar in the form of cuts in the cover sheet through which the backings of the scratch pad and calendar may extend for support.

(*f*) The cover of the device is formed with a bent portion at its upper end which, in conjunction with the backing, provides a tubular pocket for retainment therein of a pencil.

My invention consists in the provision of a novel advertising device having the above mentioned features and providing the herein illustrated and described facilities and the invention is disclosed and embodied in the novel combination, construction and arrangement of the members and parts shown in the preferred embodiments in the attached drawing, described in the following specification, and particularly pointed out in the appended claims.

In the drawing:

Fig. 1 is a front view of a device embodying my invention;

Fig. 2 is an enlarged vertical section of the device taken on line 2—2 of Fig. 1;

Fig. 3 shows the device with the cover opened in aligned position with the backing;

Fig. 4 illustrates a modification of my invention wherein the cover and backing are made of separate hingedly connected pieces of flat material;

Fig. 5 is a fragmentary end view of the hinged portions shown in Fig. 4;

Fig. 6 shows another modification of my invention; and

Fig. 7 is an end view of the modification shown in Fig. 6.

As shown in Figs. 1, 2 and 3, the device consists of a flat piece of material such as heavy paper, cardboard or fiberboard, indicated by numeral 10, and folded over itself, preferably transversely in the medial portion, as indicated by the dotted line 11, to thereby provide a cover portion 12 and a backing portion 13.

On the upper or exposed face of the backing portion 13 are ruled columns of blank spaces in which may be inserted telephone directory data, such as names of parties and their telephone numbers, a name column is indicated by 14, and a telephone number column is indicated by 15.

The front face of the backing portion 13 also carries any suitable advertisement 16 and perforations 17 are provided for suitable securing means, such as screws or nails, for securing the device onto a wall or any other suitable support. The backing portion is also provided with a perforation 18 from which a string-attached pencil may be suspended.

The cover portion 12 supports a thermometer 19, a memorandum or scratch pad 20, a calendar pad 21, and carries any desirable advertisement 22. The scratch pad 20 is preferably disposed between the advertisement 22 and the calendar 21, and the thermometer 19 being located on one side of the scratch pad 20. The thermometer 19 is affixed to a cardboard backing 23. Preferably, the scratch pad 20 and calendar pad 21 are provided with the usual cardboard backs, respectively, 24 and 25.

The thermometer 19, scratch pad 20, and calendar pad 21 may be securely mounted on the cover portion 12 by adhesively securing their

cardboard backs to one face of the cover portion 12, but I prefer to make the scratch pad 20 and calendar pad 21 renewable or replaceable units hence these units are removably supported on the outer face of the cover portion 12.

The cover portion 12 is provided with an elongated opening 26, which forms an ornate frame-like opening for the thermometer 19, the cardboard backing 23 of which is adhesively secured to the back face of the cover portion 12.

The cardboard back 24 of the scratch pad 20 is removably supported under a horizontal strap 27 and its lower corners are inserted in oppositely angularly disposed cuts 28 into engagement with the back face of the cover portion 12.

The strap 27 is formed between the horizontally disposed spaced parallel cuts 29 each of which preferably die-cut with curved ends to provide tab-like portions 30 at such cut ends.

When the cardboard back 24 of the scratch pad 20 is passed under the strap 27, the lower one pair of such tab-like portions 30 extend over the front or outer face of the back 24 at the side margins thereof, while the upper pair of such tab-like portions 30 engage the rear face side marginal portions of the back 24. These tab-like portions 30 facilitate the insertion of the back 24 under the strap 27, resist tearing of the cover portion 12 at the ends of the cuts 29, and facilitate the withdrawal of the cardboard back 24 for replacement by a new scratch pad.

The calendar pad 21 is similarly supported under a similar but narrower strap 27' and within the angularly cut portions 28'.

The listed telephone numbers are readily available to the user by the simple upward swinging movement of the cover portion 12 to expose to view the backing portion 13.

During the use of the device by a telephone user, the scratch pad 20 and calendar 21 are conveniently available for immediate use and reference. The strap 27 permits use of a scratch pad in which the sheets are adhesively bound together at their upper ends and same may be readily torn off such pad to present a neat appearance in contradistinction to pads having stapled perforated sheets.

Figs. 4 and 5 show my device constructed of a separate cover 12' and separate backing sheet 13' suitably hingedly secured together at their upper ends, as by the adhesive fabric hinge 31.

In the modification shown in Figs. 6 and 7, the device is constructed of a single sheet of material, as illustrated in Figs. 1, 2 and 3, but the cover portion 12 is formed at its upper end with an integral transverse tubular pencil pocket 32 disposed between the angularly disposed bent portions 33 and 34 and such pocket 32 is retained by securing the cover portion 12, immediately below the angular portion 34, to the backing 13 by the spaced staples 35. I prefer to provide the cover portion 12 with a horizontal indented bend line 36 spaced below the staples 35 about which line 36 the cover 12 is bent when it is raised to expose to view the telephone directory on the backing portion 13.

As clearly shown in Figs. 6 and 7, the pocket 32 provides a convenient receptacle for the pencil 37.

It will be readily apparent that the appearance of the device is enhanced by the concealment of the securing screws or nails under the cover 12.

Another important feature of my invention is found in providing the memorandum pad 20 with superimposed daily sheets which are successively dated including the day of the week, month and date, as indicated by numeral 38 in Fig. 1. This dating of the memorandum sheets makes it possible to make a notation of a future telephone call upon the sheet carrying the day and month on which such telephone call is to be made. The names and telephone numbers of selected telephone subscribers are listed on the backing 13.

It will be readily apparent that my invention not only provides a novel inexpensive advertising novelty but that the elements thereof, such as the memorandum pad, dated sheets of the memorandum pad, calendar, and provision of selected names of telephone subscribers are so arranged and associated functionally with one another that cooperative use makes such a device a very convenient and useful telephone accessory. The dates of future telephone calls may be checked with reference to the calendar during a telephone conversation and promptly noted upon one of the dated memorandum sheets which are successively daily presented to the view of the user and when such future dated sheet is presented to the view of the user, such user may conveniently and quickly ascertain the telephone number of the partly to be called on such day by simply lifting the cover 12 to thereby expose to view the telephone listings on the backing 13.

I claim:

1. A device of the kind described comprising a single sheet of material folded over itself to provide a backing portion and a cover portion, said sheet of material having a shaped portion constituting a channel adapted to support a pencil therein, a removable memorandum pad having a cardboard backing supported on said cover portion, means for retaining said memorandum cardboard backing on said cover portion comprising a transversely disposed strap formed integrally with said cover portion by a pair of transverse spaced parallel cuts and said cover having a cut portion below said strap, said memorandum pad cardboard backing having its upper portion supported under said strap and its lower end portion extending into said cut portion below said strap, and means for securing the device in stationary hanging position extending through the device backing portion and normally concealed from exterior view by said cover portion.

2. A device as embodied in claim 1 and including said pair of transverse spaced parallel cuts each terminating in a formation to provide a tab-like extension, the tab-like extensions formed at the ends of the upper one of said spaced parallel cuts being formed integrally with the body of the cover portion and the tab-like extensions formed at the ends of the lower one of said spaced parallel cuts being formed integrally with said strap.

3. A device as embodied in claim 1 and including said pencil-supporting shaped portion comprising a transversely disposed bent formation of V-shaped cross-section formed integrally with and transversely of said cover portion, and means for securing a transverse portion of said cover portion disposed adjacent to and below said V-shaped pencil-supporting portion to said backing portion whereby said V-shaped cover portion together with said backing portion provide a tubular receptacle of triangular cross-section for the pencil, said cover portion being hingedly movable about a line below said secured transverse portion.

4. A device of the kind described comprising a cover, a backing for said cover, said cover being

hingedly associated with said backing, and carrying a removable memorandum pad thereon having a cardboard backing, means for retaining said memorandum pad cardboard backing comprising a pair of transverse spaced parallel cuts providing a strap portion formed at the ends integrally with said cover, said cover having a cut portion below said strap portion, said memorandum pad cardboard backing having its upper portion supported under said strap portion and its lower end portion extending into said cut portion below said strap portion, and means for securing the device in stationary position extending through the device backing and normally concealed from exterior view by said cover.

5. A device as embodied in claim 4 and including said cover provided with a pencil receptacle disposed transversely of said cover and formed integrally with said cover.

6. A device as embodied in claim 4 and including said cover provided at its upper end with a pencil receptacle disposed transversely of and formed integrally with said cover, said receptacle comprising a transversely disposed bent formation of V-shaped cross-section and the cover portion immediately below said V-shaped formation being secured to the device backing whereby said V-shaped formation of the cover together with the device backing provide a tubular receptacle of triangular cross-section for the pencil.

LOUIS J. JUERGENS.