Jan. 15, 1929. 1,699,238

J. C. HOLWORTHY

GAS ENGINE OIL ADVERTISING DEVICE

Filed Dec. 5, 1927

Fig. 1

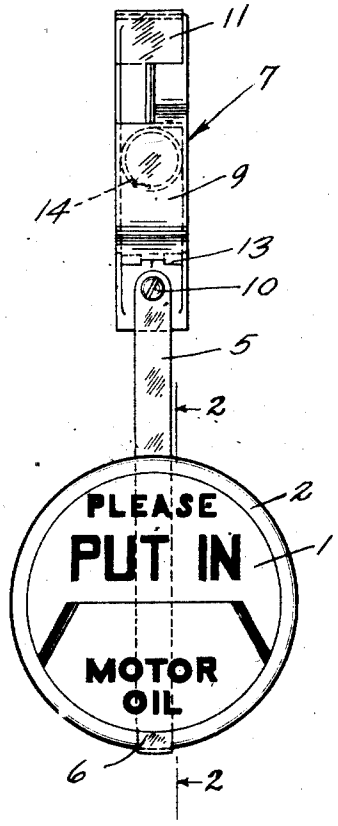
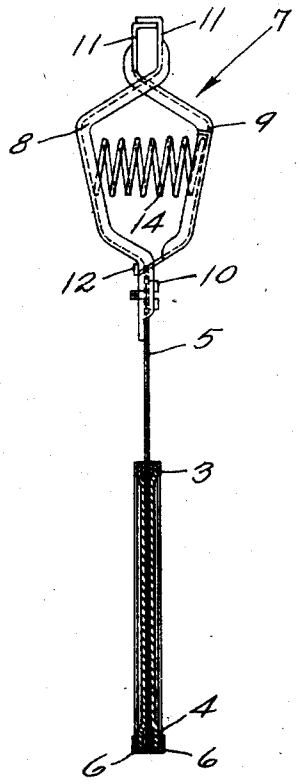


Fig. 2



INVENTOR.
JOHN C. HOLWORTHY
BY
Harry C. Schroeder
ATTORNEY

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UNITED STATES PATENT OFFICE.

JOHN C. HOLWORTHY, OF OAKLAND, CALIFORNIA.

GAS-ENGINE OIL-ADVERTISING DEVICE.

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The invention forming the subject matter of this application relates to advertising tags and particularly the type of advertising devices used on gas engines of automotive vehicles.

The primary object of the invention is the provision of an advertising device which can be conveniently secured to a protruding part of a gas engine below the hood of an automobile and which is secured thereto in such a manner that it will be conspicuous when the hood is raised.

Another object of the invention is the provision of an advertising tag having a resilient clip thereon by means of which the tag is detachably secured to the outside of a gas engine, said advertising tag to carry the name of a certain motor oil, or other petroleum product that is used in said gas engine thereby calling the attention of the attendant to the quantity and quality of oil that is preferred by the owner of the vehicle. The advertising tag is so conspicuously placed on the engine that the attendant notices the same as soon as the hood is raised.

Another object of this invention is to provide an advertising tag which is highly useful and simple in construction. Convenience of arrangement, lightness and comparative inexpense of manufacture are further desiderata which have been borne in mind in the production and development of the invention.

With the above mentioned objects and other objects in view, the invention consists in the novel construction and combination of parts hereinafter described, illustrated in the accompanying drawing, and set forth in the claims hereto appended, it being understood that various changes in the form, proportion, size and minor details of construction within the scope of the claims may be resorted to without departing from the spirit, or without sacrificing any of the advantages of, the invention.

The invention is clearly illustrated in the accompanying drawings, in which

Figure 1 is a front elevation of the advertising device, and

Figure 2 is a side view showing the tag portion of the device in section.

Referring to the accompanying drawings wherein similar reference characters designate similar parts throughout, the various figures described above adequately illustrate my invention, and the following detailed description is commensurate with the above mentioned drawings in enabling an artisan to construct and assemble the constituent parts of the same.

Advertising tags 1 preferably made in the shape of a circular disc are secured in annular rings 2. The rings are disposed side by side, each ring having an annular channel 3 therein for receiving the flange portion 4 of the tag 1. A laminated strip 5 extends between the rings 2, at one end thereof the laminations being separated and rebent to form U-shaped hooks 6, which are pressed over the opposite rings 2 thereby securing said rings to each other and to said strip.

A spring clip denoted in its entirety by the numeral 7 is secured to the free end of the strip 5 for the purpose of detachably securing the tags to any protruding part of a gas engine not shown. The clip 7 is constructed from arms 8 and 9. At one end of the arm 9, lug 10 is provided to which the free end of said strip is secured by any conventional means, such as a set screw or rivet or by welding. Clip jaws 11 are formed at the ends of the arm 8 and 9. The other end of the arm 9 carries a tongue 12 which is brought into engagement with a corresponding slot 13 in the arm 8. The arms 8 and 9 are bent and rebent so as to form a frame inside of which a spring 14 is disposed exerting a pressure on the inside of said arms. The free end of the arms 8 and 9 are bent to cross each other so that the jaws 11 carried on said ends are pressed toward each other by the action of the spring 14.

It is to be noted that the rings 2 may be readily removed and a new tag may be inserted advertising any desired brand of oil, and it is also to be noted that the tag can be attached to any engine by simply compressing the arms 8 and 9 against the action of the spring 14, which will cause the jaws 11 to move apart, providing an opening in which a protruding part of the engine is clamped. After the arms 8 and 9 are released the action of the spring 14 will maintain the advertising tag in position. It will be recognized that a very effective advertising device is provided as heretofore described which, when disposed at a conspicuous point, will unmistakably indicate the brand of oil in which the owner of the car has the most confidence. The notice on the tag is always in plain sight and it may be readily detached and secured to another part of the engine if it is so desired. The device combines simplicity and cheap-

ness of construction with an attractiveness of design and facility in attaching the same to the desired point, therefore making it readily applicable for distribution and sale as an advertising feature.

Having thus described my invention, what I now claim as novel and desire to secure by Letters Patent, is:

1. In an oil advertising device two rings disposed side by side, a disk carried in each ring for displaying advertising matter, a laminated plate extending between said rings, the laminations at an end of the plate being separated and rebent in opposite directions over said rings thereby securing the rings to the plate, and a spring clip attached to the other end of the plate.

2. In an oil advertising device two rings disposed side by side, each ring having an annular groove in the inside periphery thereof, a disk inserted in each of said grooves, for displaying advertising matter, a laminated plate extending diametrically between the rings, the laminations at one end thereof being separated and rebent in opposite directions for securing the two rings to said plate; and a spring clip secured to the free end of said laminated plate.

In testimony whereof I affix my signature.

JOHN C. HOLWORTHY.