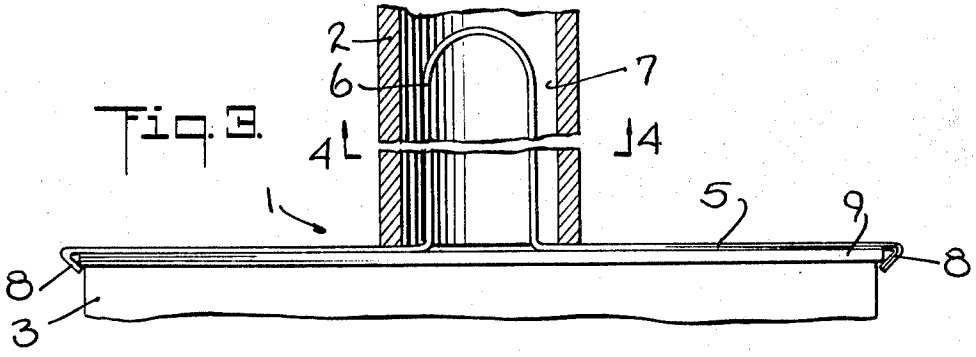
Sept. 20, 1966 P. H. JEPSEN 3,273,845

BRACKET ADAPTED TO ATTACH A DISPLAY POLE TO A CONTAINER

Filed Nov. 12, 1964

Fig. 3.



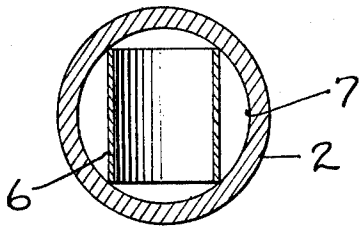
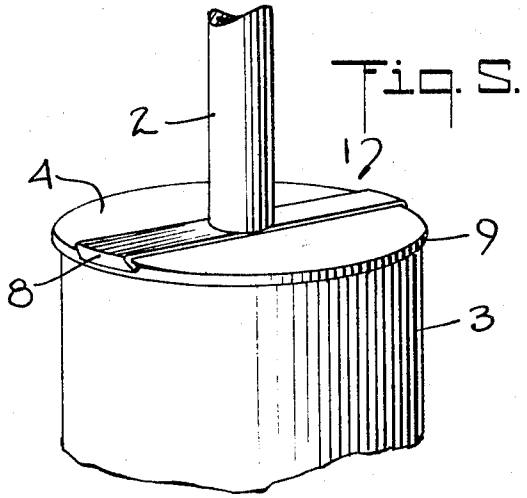


Fig. 4.

Fig. 5.



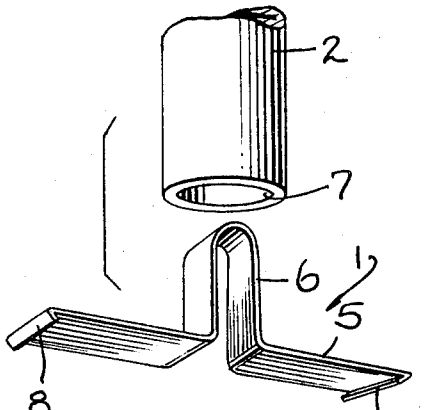
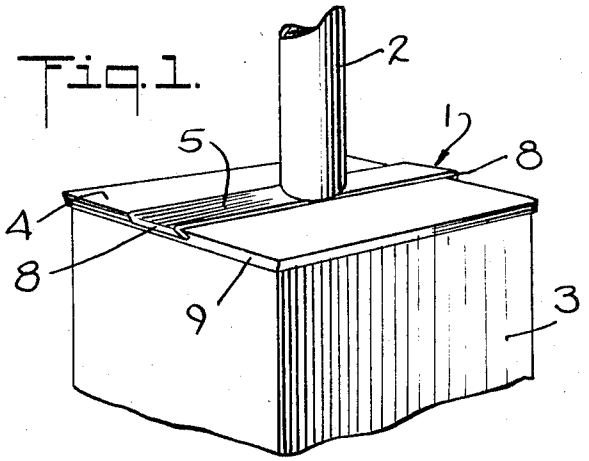


Fig. 2.

Fig. 1.



INVENTOR
PAUL JEPSEN

BY Kenyon & Kenyon
ATTORNEYS

United States Patent Office

3,273,845

Patented Sept. 20, 1966

1

3,273,845

BRACKET ADAPTED TO ATTACH A DISPLAY POLE TO A CONTAINER

Paul H. Jepsen, New Canaan, Conn., assignor to Snyder & Black & Schlegel, White Plains, N.Y., a corporation of New York

Filed Nov. 12, 1964, Ser. No. 410,516
2 Claims. (Cl. 248—226)

This invention relates to a simple bracket adapted to interconnect a hollow advertising display pole to a container without having to use any tools or other attaching devices.

In the display and advertising of goods packaged in containers of various shapes it is often desirable to provide an elevated sign or other display over the goods to attract attention at the point of sale or otherwise draw attention to the goods and the merits thereof. Such an elevated sign or other display may be readily attached to an upright pole which is generally supported by attachment to shelves or other stable structure adjacent the goods.

It is an object of the present invention to provide a simple bracket which is adapted to snap on a container on the one hand and fit inside and support a hollow pole on the other hand, to thus provide an advertisement display pole directly over the goods without in any way mutilating the goods.

It is a further object of this invention to provide such a bracket which requires no tools or ordinary attaching devices such as bolts, etc. to accomplish the proper assembly of the pole and container.

Further objects and advantages of the bracket of the present invention will be appreciated from reading the following detained description in accompaniment with the drawings wherein:

FIG. 1, is a perspective view of an embodiment of the bracket of this invention shown interconnecting a display pole to a container having a rectangular upper surface;

FIG. 2, is a persecetive view of an embodiment of the bracket of this invention and the lower segment of a hollow display pole illustrating the manner of assembling these members;

FIG. 3, is an elevational side view showing an embodiment of the bracket of this invention interconnecting a container and a display pole, the latter shown in cross-section;

FIG. 4, is a cross-sectional view of the bracket and pole taken on line 4—4 of FIG. 3; and

FIG. 5, shows another embodiment of the bracket of the present invention interconnecting a display pole and a container having a circular upper surface.

Referring to FIG. 1, an embodiment of the bracket **1** of the present invention is shown interconnecting a hollow advertising display pole **2** to a container **3** having a rectangular upper surface **4**. With reference to FIG. 2, the bracket **1** is formed from a strip **5** of flexible material such as metal or plastic with a pair of elongated flat portions and a U-shaped segment **6** intermediate the flat portions. The U-shaped segment **6** has a pair of legs extending substantially perpendicularly from the flat portions on one side of the strip which are adapted to mate within the hollow interior **7** of the display pole **2**. At either end of the strip **5** a segment thereof is turned under on the opposite side of said strip to form clip-on or

2

snap-on portions **8** adapted to mate over opposing edges **9** of a container **3** to attach the bracket **1** thereto. Appreciating that the span of the bracket **1** must be adapted to the width of the support surface **4** of the container **3** these clip-on or snap-on portions **8** will securely attach the bracket to the container without need of any tools or any other ordinary attaching devices such as bolts, screws, clamps, etc. and that such attachment may be accomplished without in any way mutilating the container or goods therein. For instance, if the container contains a liquid such as oil it is desirable to attach an appropriate point of sale sign to the container without multilating the can and thus utilizing the weight of the oil in the container as a stable foundation to support the sign.

Referring to FIGS. 3 and 4, a more detailed showing is made of the manner in which the bracket **1** is attached by means of snap-on portions **8** to opposing edges **9** of the container **3** and the manner in which the U-shaped portion **6** of the bracket **1** mates securely within the hollow display pole **2**.

FIG. 5, illustrates another embodiment of the bracket **1** of the present invention wherein the snap-on portions **8** are curved to conform to the circular edges **9** of a container **3** having a circular upper surface **4**. It will be recognized that these snap-on portions **8** may be formed in any desired shape to conform to the opposing edges of a given container shape.

Thus, the bracket of the present invention provides a simple device for securely attaching a display pole adapted to support a sign, price tag, advertisement, etc., as desired, to a container for goods without need for tools of any kind or auxiliary attaching devices and without in any way mutilating the container or goods therein.

What is claimed is:

1. A bracket adapted to attach an advertising display pole to a container comprising a strip of flexible material formed with a pair of elongated flat portions, a U-shaped portio intermediate said flat portions, said U-shaped portion having a pair of legs extending substantially perpendicularly from said repsective flat portions on one side of said strip, and clip-on end portions extending from the opposing side of said strip from said flat portions whereby the U-shaped portion is adapted to fit inside and support a hollow display pole and said clip-on portions are adapted to snap over the opposing edges of a container to thereby interconnect said pole and container.

2. The bracket of claim **1** wherein said snap-on portions are formed having the same shape as the opposing edges of the container to provide a substantial mating between said surfaces.

References Cited by the Examiner

UNITED STATES PATENTS

1,736,669	11/1929	Powell et al.	248—310
2,438,085	3/1948	Woodlings et al.	238—330

FOREIGN PATENTS

1,147	1/1909	Great Britain.

CLAUDE A. LE ROY, *Primary Examiner.*
J. F. FOSS, *Assistant Examiner.*