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ADVERTISING DEVICE
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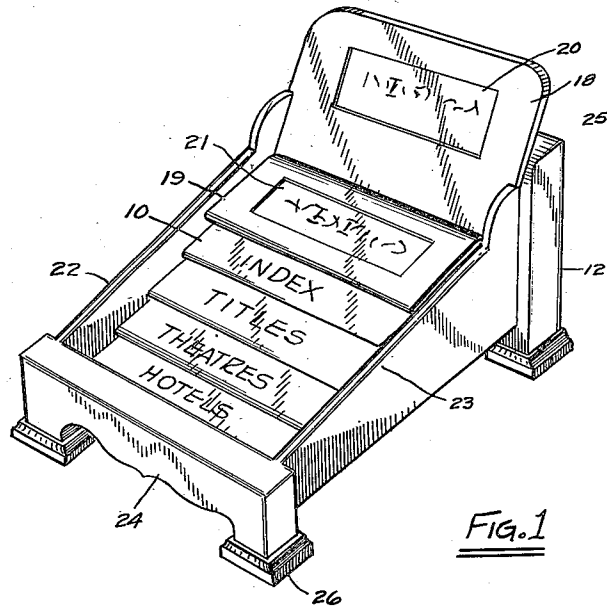


FIG. 1

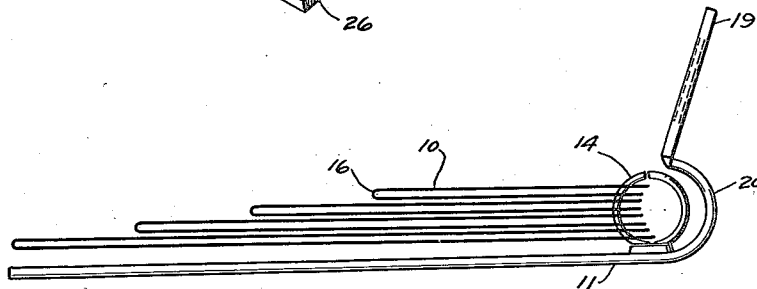


FIG. 2

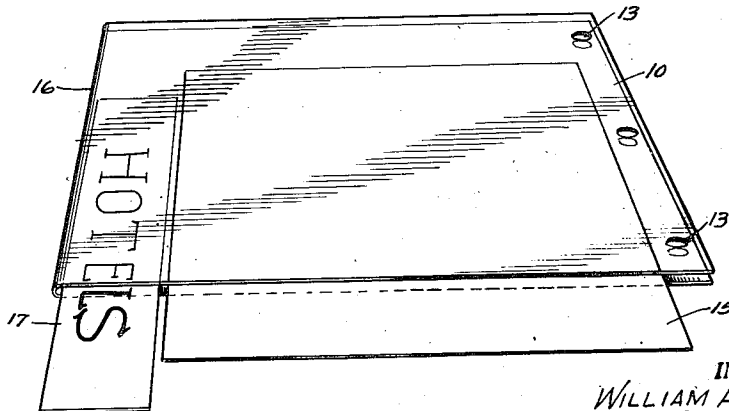


FIG. 3

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ADVERTISING DEVICE

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1 Claim. (Cl. 40-102)

1

This invention relates to an advertising device, and particularly a directory for hotel lobbies and the like, having pages of different lengths associated in stepped relation, wherein one may readily turn to a page containing advertisements of theaters, hotels, garages, and the like, and wherein the advertisements are protected by transparent folders of the loose leaf type and readily interchangeable.

Considerable time of clerks in hotels and the like is required for answering questions and giving directions which may readily be answered by an advertisement directory if the directory were readily accessible.

Directories of this type usually contain so much information and are, therefore, so voluminous that they require a guide or attendant familiar with the contents thereof, and for this reason, this invention contemplates a comparatively simple directory with the pages stepped so that the advertisements on the respective pages are readily discernible.

Any device adapted for permanent positioning in a hotel lobby must also have a neat and attractive appearance and, therefore, the invention contemplates a directory in the form of a book with stepped pages, a neat and attractive cover, and a stand or casing, preferably with a sloping upper surface, which is also pleasing to the eye.

To be useful, an advertising index for hotel lobbies and the like should also be up to date, and in this respect, the invention includes an index with readily interchangeable pages wherein advertisements or directions contained therein may be changed daily or at least periodically.

Directories that are used constantly not only wear but become soiled, wherein the appearance thereof soon becomes objectionable, and to overcome this the invention involves transparent folders or envelopes for the respective pages, wherein sheets of material containing the advertising matter or directions are protected so that they do not come in contact with the hands of the user thereof.

Hotel lobbies and the like, especially of the present day, are crowded, and for this reason this invention is comparatively compact with the advertisements and directories on both surfaces of the respective sheets and the holder or binder is so arranged that the sheets may be turned and held with their lower surfaces exposed and readily visible.

Another objection to directories for hotel lobbies and the like, is that the transparent envelopes, covers or folders become scratched and

2

soiled, and, therefore, this invention contemplates a holder or binding for a plurality of folders or envelopes, wherein the folders or envelopes are readily interchangeable and, therefore, replaceable.

The purpose of this invention is, therefore, to provide a self-answering guide, particularly for hotel lobbies and the like, that is not objectionable in appearance, and that is unique in that substantially anyone may find desired information therein at a glance.

The counters of hotel lobbies and the like are normally crowded so that there is very little unused surface, and with this thought in mind the invention also contemplates a rack or stand for a directory that may either be placed on the counter or may have extended legs so that it may stand on the floor beside the counter or in any suitable location.

Another object of the invention is to provide a mounting for pages in a directory, wherein the pages are arranged in stepped relation and at the same time may be turned, wherein either side of the pages may be positioned for reading.

Another object is to provide a directory in the form of a book with stepped pages and a mounting therefor in which the supporting surface of the mounting and also the inner and outer surfaces of the cover may contain advertising matter, so that substantially all surfaces either exposed or adapted to be exposed are utilized.

A further object is to provide an advertising index which is universal in that duplicates thereof may be positioned in railroad stations, hotels, theaters, and other public places, so that they may readily be recognized by travelers.

With these and other objects in view, the invention involves an advertising device comprising a cover, mounting or backing, a plurality of stepped pages having transparent surfaces between which advertising and the like may be removably contained, means removably mounting said pages in the cover, mount or backing, and a casing, cabinet or stand on which the said device may be positioned for use.

For a full and more complete understanding of the invention, reference may be had to the following description and accompanying drawings, wherein:

Figure 1 illustrates the device incorporated in a portable table stand.

Figure 2 illustrates a backing or cover for the stepped holders, wherein the holders are held on split rings.

Figure 3 illustrates a modification wherein the

holders are open at the sides, and separate units are used for the designating tabs and the sheets containing advertising.

Referring to the drawings wherein like reference characters denote corresponding parts, the holders 10 are removably mounted upon a backing 11, and the backing may be mounted upon a stand 12.

The holders 10 are formed of transparent material with their upper edges provided with openings 13 by which they may be held on rings 14 or any suitable binder post. The rings or posts may be mounted on a backing 11 or mounted directly upon the base of the stand 12 as may be desired. The holders are formed so that both the upper and lower surfaces, or at least portions thereof, are transparent, wherein advertising, information, or other printed matter or designs that may be placed on sheets 15, may readily be read from either the upper or under surfaces thereof. In the design shown, the holders 10 are formed of continuous sheets of transparent material folded at the points 16, and in the design shown in Figures 1 and 2, the sides are sealed to hold advertising, or the like, therein. The sides, however, may also be open, as shown in Figure 3, wherein the sheets 15 containing advertising and the like may be removed and replaced from the side. Tabs or strips 17, which may contain an index, may also be placed in the holders, and these may be removed and replaced from the sides, as separate units. The holders are provided of different lengths whereby comparatively narrow strips at their lower ends are exposed, and these strips may contain an index indicating advertisements or information contained in their respective folders.

The words of the index may be printed on separate removable tabs 17, as shown in Figure 3, and these may be removed and replaced from the upper end or from the side, as shown in Figure 3, or the words may be printed directly upon the lower surfaces of the holders, as shown in Figure 1. With the index arranged in this manner, one may readily determine at a glance to which page to turn for the theaters, hotels, or the like, and the page or holder with the holders above may be raised upward and placed against a stop or inclined panel 18 or any means for supporting the holders in an upright position wherein the under surfaces thereof are displayed for reading. The device is illustrated as containing holders of different lengths; however, it will be understood that where there are a number of advertisements or directions for a certain title, a plurality of holders may be provided of the same length with the index or title appearing only upon the upper holder or upon each holder.

Advertisements or other printed matter may be printed directly upon the sheets 15, or the sheets may be used as supporting elements with advertisements or the like attached thereto by an adhesive or any suitable means.

In the design shown in Figure 2, the holder 11 is in the form of a book or cover, with a base to which the numeral 11 refers, and this is provided with a cover 19, the cover being attached

to the base through a flexible binding 20. In this design, the upper portion, or cover 19, is comparatively shortened as illustrated in Figure 1. The cover is shorter than the holders or envelopes, wherein the lower edge of the upper holder is exposed to provide space for the title or index. It will be understood that the upper portion 19 of the backing or cover may or may not be used, as may be desired.

The exposed surface of the panel 18 and both sides of the cover 19, when the cover is used, may contain advertising or other information as indicated by the areas 20 and 21, or these areas may be plain or may contain decorative designs, as may be desired.

In the design shown, the stand 12 is formed with sides 22 and 23, ends 24 and 25, and legs 26, and it will be understood that the legs may be adapted for supporting the stand upon a table or counter, or may be extended for supporting the stand from the floor or any suitable surface.

The holders may be formed of Celluloid, microfilm, or any transparent plastic or material, and either the upper or under edges may be held on the rings or posts, or both edges may be held, as may be desired. The holders may also be of any other shape or design.

While a preferred specific embodiment of the invention is hereinbefore set forth, it is to be clearly understood that the invention is not to be limited to the exact construction illustrated and described, because various modifications of these details may be provided in putting the invention into practice, within the purview of the appended claim.

What is claimed is:

An advertising index comprising a backing, a plurality of superimposed folders of transparent material adapted for holding pages of advertising and the like, characterized in that each of the superimposed folders is slightly shorter than the folder below, providing steps wherein strips within the respective folders indicating the contents thereof are visible, and removable mounting means adapted to mount all of said folders at once with the same holding means, said mounting means comprising a single row of a plurality of rings capable of being repeatedly opened and closed.

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