Sept. 28, 1937. G. H. SUMMERS 2,094,193

ADVERTISING DISPLAY HOLDER

Filed Nov. 9, 1936

FIG. 1.

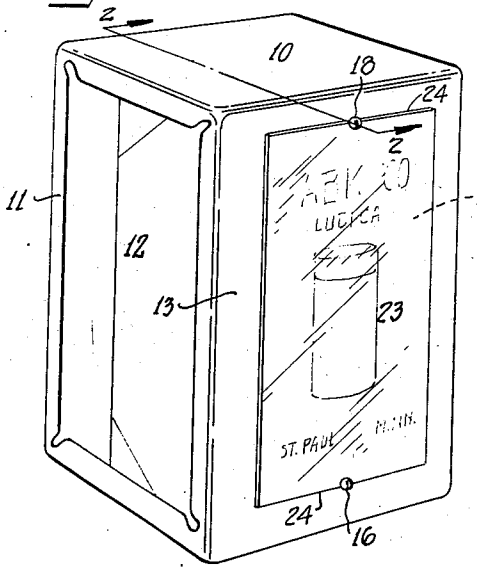
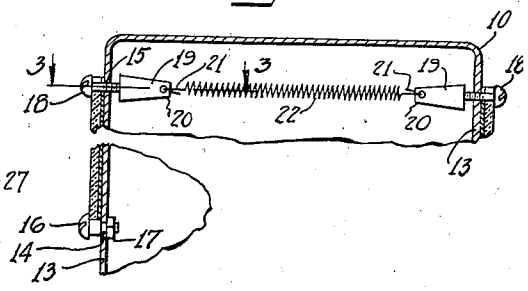


FIG. 2.



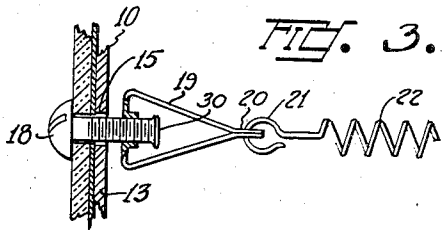


FIG. 3.

FIG. 4.

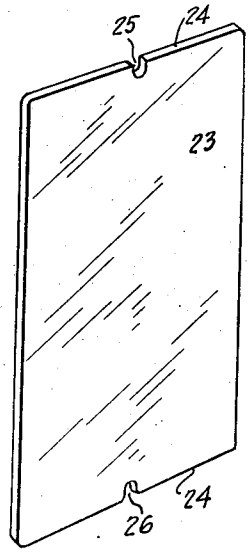


FIG. 5.

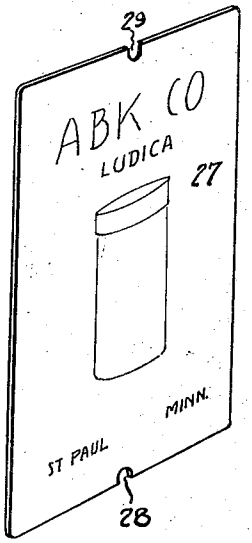


FIG. 6.

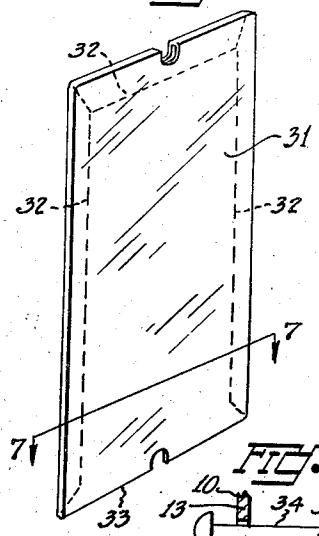


FIG. 8.

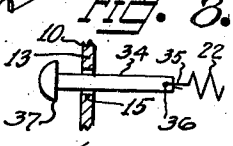
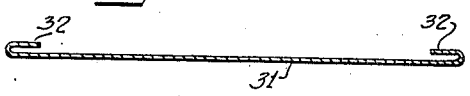


FIG. 7.



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ADVERTISING DISPLAY HOLDER

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Application November 9, 1936, Serial No. 109,895

2 Claims. (Cl. 40—10)

This invention relates generally to advertising devices, and particularly to an advertising display holder.

The main object of this invention is the provision of a holder for advertising material which can be easily mounted on containers for napkins and which will permit the ready insertion and removal of advertising material into and from the holder.

The second object is to so construct the holder that it may be easily attached to existing types of napkin containers with a minimum amount of labor and at the same time present a neat appearance while forming an efficient form of advertising medium.

The third object is to so construct the holder that it will be substantially foolproof in its action.

These, and other objects, will become more apparent from the specification following as illustrated in the accompanying drawing, in which:

Fig. 1 is a perspective view of the ordinary form of napkin container showing my holder attached thereto.

Fig. 2 is a section taken along the line 2—2 in Fig. 1.

Fig. 3 is a section taken along the line 3—3 in Fig. 2.

Fig. 4 is a perspective view of the transparency.

Fig. 5 is a perspective view of the advertising unit.

Fig. 6 is a perspective view of a modified form of transparency.

Fig. 7 is a section taken along the line 7—7 in Fig. 6.

Fig. 8 is a fragmentary section showing a modified form of the device illustrated in Fig. 3.

Similar numbers of reference refer to similar parts throughout the several views.

Referring in detail to the drawing, there is shown the napkin container 10 from whose sides 11 the napkins 12 may be withdrawn. I propose to utilize the sides 13 for advertising display and in order to accomplish this in a practical manner, I provide each side 13 with the holes 14 and 15, the former containing the shouldered screw 16, which is held in place by the nut 17, and the latter hole 15 containing the screw 18, which is slidable within the hole 15 and has on its innermost end the triangular nut 19 to whose end 20 is attached the hook 21 of a spring 22 whose opposite end is attached to a similar nut 19 which is attached to the slidable screw 18 on the opposite side 13.

My device includes a transparency 23, which in this case is rectangular in shape and has formed on its shorter ends 24, the notches 25 and 26, the notch 26 being adapted to engage the body of the screw 16 and the notch 25 being adapted to receive the screw 18, which it must be understood is loosely fitted in the hole 15.

The advertising unit 27 is approximately the same shape as the transparency 23 and is provided with the notches 28 and 29. The unit 27 may, of course, be of any suitable material bearing any kind of advertising matter desired.

The operation of the device is as follows:

Assuming the container 10 to be already in place on a restaurant table, and it is desired to affix my holder thereto, it is only necessary to drill the holes 14 and 15 in the opposite sides 13 and fixedly secure the screws 16 in place in the holes 14 by means of the nuts 17. It will then be necessary to slidably mount the screws 18 in the holes 15 placing the triangular units 19 in position and preferably upsetting the ends 30 to prevent the removal thereof.

When it is desired to place advertising matter in position, it is only necessary to mount an advertising unit 27 behind the transparency 23 and place the two pieces in position on the screw 16, and then withdrawing and inclining the screw 18 sufficiently within the hole 15 to permit it to engage the notches 25 and 29 and then releasing the screw 18, which under the tension of the spring 22 will hold the advertising unit 27 and its protecting transparency 23 securely in place. The same, of course, applies to the opposite side of the device.

The spring 22 should, of course, be made strong enough to render necessary the use of a suitable tool or instrument for the purpose of withdrawing the screw 18.

In the form of the device shown in Fig. 6, the transparency 31 is made of a material, such as a cellulose product, of sufficient thickness to insure it remaining flat and having the edges 32 turned in to form an enclosing frame on three sides thereof, the lower edge 33 preferably being without an inturned edge.

When a transparency of this type is employed, it is not necessary to notch the advertising unit since it is confined laterally and against movement in the upward direction by means of the edge 32 and against movement in a downward direction by the screw 16.

In the form of the device shown in Fig. 8, an elongated rivet 34 is employed in place of the screw 18 and the spring 22 is provided with a hook 35 which is adapted to enter the hole 36 formed in the end of the rivet 34. The purpose of making the rivet 34 of considerable length is to

permit it being canted sufficiently to have its head 37 clear the upper end 24 of the transparency 23.

Obviously any other form of attaching means which renders the device easily attachable to the napkin container with a minimum amount of labor and expense would be satisfactory for the purpose intended.

While I have shown several modifications of the invention, it is not my intention to be limited to the precise forms shown therein, but I do intend to cover all such forms and modifications thereof which fall fairly within the appended claims.

I claim:

1. An advertising device consisting of an advertising unit, a support for said unit, a transparency mounted over said unit, said advertising unit and transparency having registering notches formed in opposite edges thereof, said support having a headed pin fixedly mounted therein, the head of which projects from said support and the body of which can engage one set of notches and a laterally yieldable headed pin mounted on said support adapted to engage the notches at the opposite end of said transparency and unit.

2. An advertising device consisting of a support having two pins projecting therefrom in spaced relationship to each other, each of said pins having a head thereon spaced from the surface of the support, a transparency having notches in opposite edges thereof adapted to engage said pins and to be held by the heads thereof against said support, one of said pins being slidably mounted and capable of being deflected from its longitudinal axis, a spring for urging said slidable pin in an inward direction and an advertising unit disposed between said transparency and support.

GEORGE H. SUMMERS.