Dec. 1, 1959 E. L. STEIN 2,914,874

ADVERTISING DISPLAYS

Filed Feb. 8, 1957

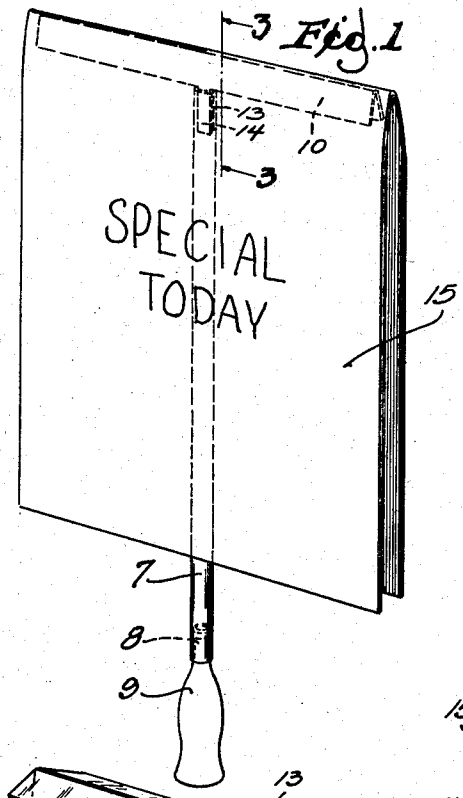


Fig. 1

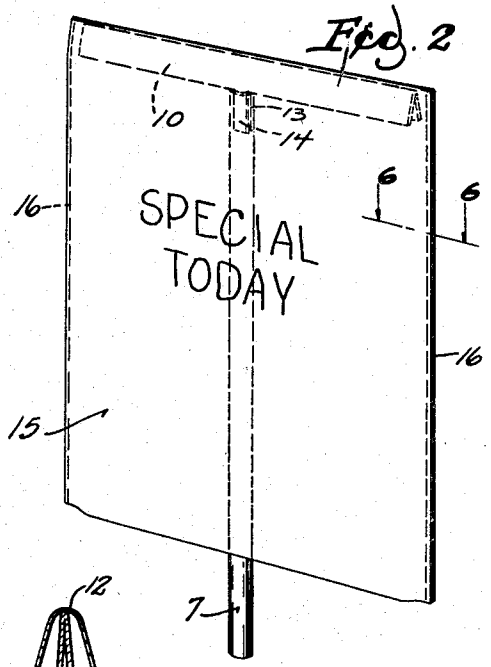
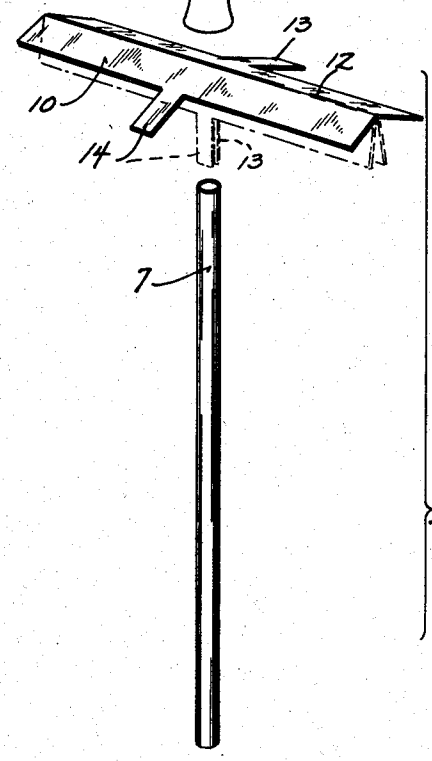


Fig. 2



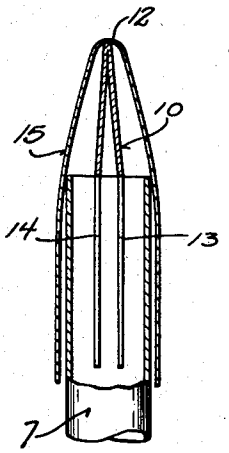


Fig. 3

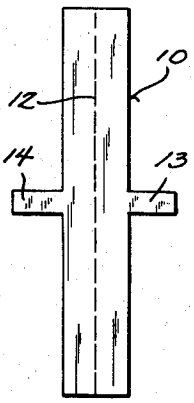


Fig. 4



Fig. 5

Fig. 6

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United States Patent Office

2,914,874

Patented Dec. 1, 1959

2,914,874

ADVERTISING DISPLAYS

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Application February 8, 1957, Serial No. 639,147

3 Claims. (Cl. 40—125)

This invention relates to improvements in advertising displays.

It is the object of the invention provide a simple and effective device for advertising in markets and the like, the cost of the device being so low as to promote its widespread use for the purpose.

A tubular standard is made of such dimensions as to be adapted to telescope over the mouth of a bottle. It may be supported otherwise, but frequently the bottle and its contents will be the item advertised. A cross head at the top of the standard may comprise a piece of cardboard scored and folded sharply upon itself, each of the plies having a laterally projecting tongue and the tongues being inserted together into the upper end of the tubular standard. This not only supports the piece of cardboard across the top of the standard, but it locks the two plies of the cardboard together to prevent them from appreciable separation. The cardboard cross head constitutes a support over which the advertising material may be draped. The advertisement may simply be a sheet transversely folded, or the side margins of the sheet may be joined, both embodiments being illustrated.

In the drawings:

Fig. 1 is a view in perspective showing in use a display embodying the invention.

Fig. 2 is a view in perspective showing the modified embodiment above referred to.

Fig. 3 is a fragmentary detail view taken in section on the line 3—3 of Fig. 1.

Fig. 4 is a plan view of the blank from which the folded cardboard support is made.

Fig. 5 is a view in perspective showing in relatively separated positions the tubular standard and the cardboard support.

Fig. 6 is a detail view taken on line 6—6 of Fig. 2.

The tubular supporting column 7 may be erected in any desired manner, but it is made of a diameter such that it can be telescoped over the end portion 8 of a bottle 9, the bottle serving as a base to hold the column erect.

The horizontal cardboard support 10 comprises a blank made as shown in Fig. 4 having a longitudinal score line at 12 and tabs 13 and 14 projecting oppositely from the sign margins. When the blank is folded as shown in Fig. 5, the tabs 13, 14 are brought into proximity. The dimensions are such that when they are forced together to complete the folding of the horizontal cardboard support, the tabs are receivable into the upper end of tube 7 as clearly appears in Fig. 3.

The advertising material is written or printed on a web 15 which is folded intermediate its ends to rest across the horizontal support 10 in the manner shown in Fig. 1. Optionally, the side margins of the panel may first be connected by adhesive 16 as shown in Fig. 6, with the result that the panel is made into a bag having its lower end open to receive the horizontal support member 10 and the tubular column 7 as in Fig. 2.

In either case, the device comprises an exceptionally simple and an exceptionally inexpensive means of prominently displaying advertising material in association with the goods advertised. The proprietor of the store or market using the display can change the display at will simply by removing one web 15 and substituting another. The supporting column 7 and the horizontal supporting member 10 can be used repeatedly and are readily stored when not in use, since there is nothing but friction which retains the members 10 assembled to the tubular column 7.

The heavy board used to make the member 10 desirably has sufficient resilience upon its fold so as to tend to urge the tongues 13 and 14 apart toward the positions in which they are illustrated in Fig. 5. Consequently, the tongues exert outward pressure against the inner surface of the upper end of the tube to maintain frictional engagement of the parts when they are associated as disclosed. Conversely, the tube serves to confine tongues 13 and 14 against separation, thereby maintaining the member 10 compactly folded with its two plies closely associated.

I claim:

1. A supporting structure for advertising material and the like, such structure comprising an upright tube having an open end, and a horizontal support disposed transversely across the end of the tube and comprising a cardboard member folded longitudinally upon itself to comprise two plies, each of which has a tongue projecting marginally from and in the same plane of the plies, and the two tongues being frictionally engaged in the open end of the tube, the said member having sufficient resilience upon its score line to maintain the tongues in lateral pressure engagement with the interior of the tube.

2. A T-shaped stand comprising a tubular cardboard standard with its end opening unobstructed, a separate base having its upper end telescopically engaged within one end of the tubular standard to hold the standard upright, and a horizontal top member approximately centered respecting the standard, said top member comprising resilient cardboard longitudinally folded upon itself and provided on its opposite margins with substantially registering tongues marginally projecting from and coplanar with said cardboard and engaged in the other end of said tube, the said cardboard having sufficient resilience to urge said tongues away from each other, the tongues being confined by the tube, and the resilience of the cardboard being sufficient to exert substantial bias of the tongues against the interior surface of the tube whereby the cardboard is frictionally secured in position for the support of advertising material and the like.

3. The device of claim 2 in further combination with a web draped across said horizontal board and thereby receiving support from said board without requiring connection thereto, said web having end portions extending downwardly at opposite sides of the tube and a fold registering with the fold of the top member.

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