March 25, 1930. E. A. BORN 1,751,614

ADVERTISING DISPLAY STAND

Filed Aug. 11, 1928

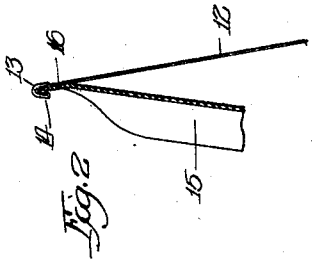


Fig. 2

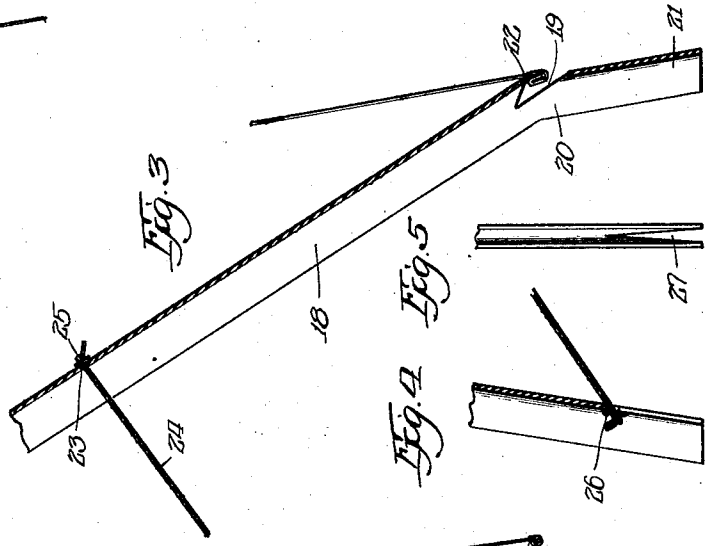


Fig. 3

Fig. 5

Fig. 4

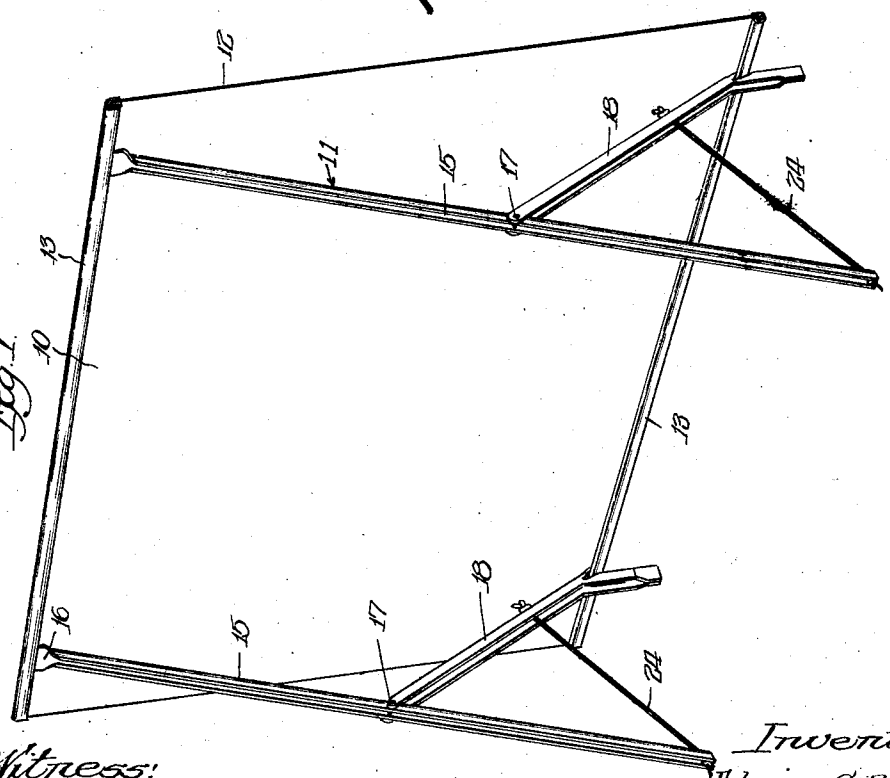


Fig. 1

Witness:
Geo. C. Boisen.

Inventor
Edwin A. Born,
By Wilkinson, Huxley, Byron & Knight
Attys

Patented Mar. 25, 1930 1,751,614

UNITED STATES PATENT OFFICE

EDWIN A. BORN, OF CHICAGO, ILLINOIS, ASSIGNOR TO AMERICAN COLORTYPE COMPANY, OF CHICAGO, ILLINOIS, A CORPORATION OF ILLINOIS

ADVERTISING DISPLAY STAND

Application filed August 11, 1928. Serial No. 298,988.

This invention relates to display devices, particularly to folding display devices used for advertising or similar purposes in which the display surface is of flexible material provided with rigid marginal edges adapted to cooperate with folding frames for stretching and supporting the flexible display surface.

One of the objects of this invention is to provide a display device having a flexible poster or the like and a folding frame which can be folded or collapsed into a relatively small size and conveniently rolled and packed for storage or transportation.

It is another object of this invention to provide folding stands for display devices of the above described type, which readily accommodate themselves for use with flexible posters of different sizes and shapes and which will serve to stretch and maintain the display surface in the desired manner and yet will be positively maintained against accidental collapsing or liability of becoming out of order in service.

These and other objects are accomplished by means of the arrangement disclosed on the accompanying sheet of drawings in which—

Figure 1 is a perspective view as seen from the rear of a display device constructed in accordance with the present invention;

Figure 2 is a fragmentary cross-sectional view of the upper portion of the supporting stand;

Figure 3 is an enlarged cross-sectional view of the lower portion of the supporting stand;

Figure 4 is a fragmentary cross-sectional view of the lower end of the supporting rod; and

Figure 5 is a front elevation of Figure 4.

The various novel features of the invention will be apparent from the following description and will be particularly pointed out in the appended claims.

By referring to the drawings it will be noted that this invention relates to a display device comprising a flexible poster or display surface 10 and the independent supporting stands 11 detachably associated therewith. The flexible poster comprises a flexible sheet 12, which may be of cloth, paper, or any other suitable flexible material with a display of suitable character on one face thereof and having its upper and lower marginal edges provided with a rigid reinforcing piece or strip 13. The strip may be of any suitable construction, but for convenience, as illustrated, it is found to serve well in the form of a metallic strip bent upon itself in a manner to clamp the edge of the flexible sheet and to form a slightly protruding rounded edge under which the sharp portions of the stands may be inserted when the display device is in set-up position. The stands are preferably two in number for each flexible poster, although it is to be understood that any number may be employed, depending upon the size and shape of the poster displayed.

In the present showing it is necessary to have more than one support in back of the poster, two being shown, but it is conceivable that one of the legs may be provided with an elongated transverse bottom piece, in which case a single support would serve. It is also conceivable that the bottom reinforcing strip 13 of the poster itself may be caused to form a part of the supporting frame and rest directly on the supporting surface, in which case a single support would serve. In the present showing, however, the two stands selected, each comprise an elongated bar 15 made of any suitable material and shape, but preferably of bent metal having a flattened head 16 at its upper end with a sharp outer edge of considerable width adapted to be inserted under the protruding rounded edge 14 of the upper strip 13. Intermediate its length a transverse pivot pin 17 is provided on which is mounted a second rod or leg support 18, likewise formed of bent metal of any suitable construction. In the form illustrated, referring particularly to Figure 3, the leg 18 is provided with a cut 19 and a slight bend as at 20 to form the leg or foot 21 and to provide the sharp projection or tongue 22 adapted to engage under the protruding edge of the lower strip 13. Intermediate the length of the leg 18 a hole 23 is provided through which the cord or elastic flexible element 24 is secured by means of the knot 25. The opposite end of the element

is secured by means of the knot 26 in the V-slot 27 in the lower end of the rod 15.

In operation, display devices of this character will have printed or illustrated matter on one side of the flexible sheet or poster and will be shipped or stored in a rolled condition. The individual supports will, of course, be folded and wrapped with or inside of the poster. In this condition the parts occupy a relatively small volume, and may be conveniently and cheaply handled.

To set the display device up the poster is unrolled, the individual stands are opened up to approximately the position shown in the drawing and placed in back of the poster, spaced from each other and the ends of the poster in a manner to give the desired supporting action. When so positioned, the upper ends 16 are caused to be inserted under the marginal strip, and the legs 18 are pivoted in a manner to increase the distance between the projection 22 and the end 16. As the projection 22 approaches the point substantially equal to the distance between the marginal strips of the poster it is inserted under the lower marginal strip 13. With the parts so located the leg 18 is moved around its pivot such additional amount as will cause the poster or flexible sheet to be properly stretched or tensioned and then by means of the cord or elastic flexible element 24 the parts are bound in set-up position. The cord may be previously knotted and caused to be quickly inserted in the notch 27. This can be done when the knot is properly positioned for a given size poster with sufficient yielding by the inherent resilience of the sheet, cord and metal parts to prevent rupture and to cause the parts to be readily set up as described.

As above mentioned, any number of stands 11 may be employed and in some instances the leg 21 may be dispensed with for utilizing the lower strip 13 of the poster as a part of the stand, or providing a cross support on the leg 21 for a single supporting stand.

It will be obvious from the above description that I have provided a display of the type which accomplishes all of the objects above set out and one which is simple in construction, cheap to manufacture and efficient in operation.

Attention is directed to the fact that the upper ends of the rods 15 are flattened and widened in such a manner that they assure that the upper strip 13 of the poster will be maintained in a plane perpendicular to the plane of the stand itself. Thus, with the upper strip positioned on the upper end 16 and the lower strip 13 being pulled away from the upper strip, the stands assume the correct position relative to the plane of the face of the display poster.

It is also obvious that stands of the above described type can be used on posters of widely varying sizes, inasmuch as the pivotal legs 18 can be made to assume almost any position relative to the supporting bar 15. The stands for various sizes of posters merely require supporting cords 24 of different lengths.

I claim:

1. In a device of the character described, a stand comprising a bar, a second bar pivoted at its end to an intermediate portion of said first bar, one end of said first bar and the free end of said second bar having a flexible poster therebetween to be tensioned, and means between the free end of said second bar and the other end of said first bar for preventing angular movement of said bars.

2. A device of the character described, comprising a bar, a second bar pivoted at its end to an intermediate portion of said first bar, said bars having thereby three free ends, a tension member between one end of the first bar and the end portion of said second bar, and a second tension member between the other end of said first bar and the end portion of said second bar, one of said tension members being a display poster.

3. A device of the character described, comprising a bar, a second bar pivoted at its end to an intermediate portion of said first bar, said bars having thereby three free ends, a tension member between one end of the first bar and the end portion of said second bar, and a second tension member between the other end of said first bar and the end portion of said second bar, one of said tension members being a display poster, the other tension member being capable of variable length according to the size of said display poster.

4. A device of the character described, a poster, spaced marginal reinforcements on said poster, a stand for said poster comprising toggle mechanism attached to said posters in a plane transverse to the plane of the face of said poster, and means for maintaining said toggle mechanism in any set-up position.

Signed at Chicago, Illinois, this 20th day of July, 1928.

EDWIN A. BORN.