No. 735,451. PATENTED AUG. 4, 1903.

G. BIRCH.

DISPLAY OR ADVERTISING DEVICE.

APPLICATION FILED SEPT. 20, 1902.

NO MODEL.

Fig. 1:

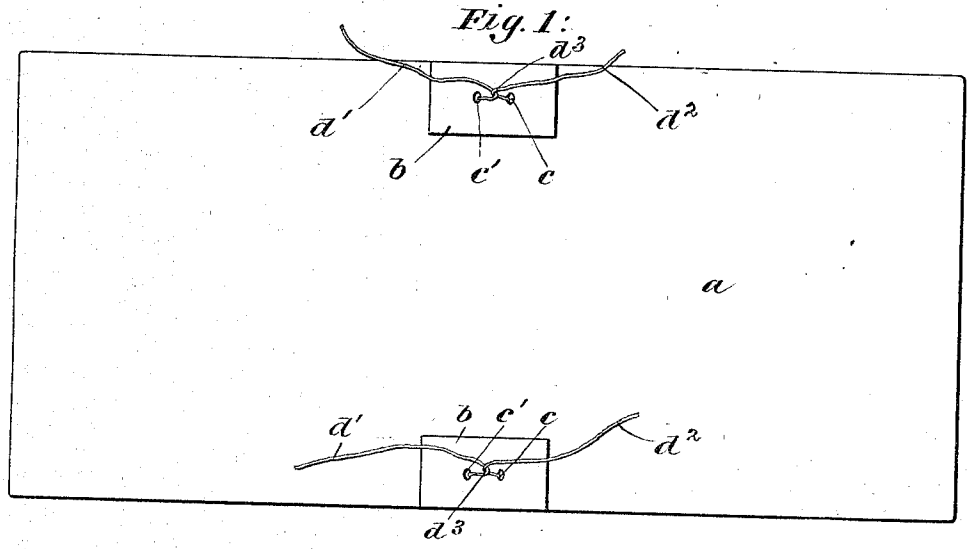


Fig. 2:

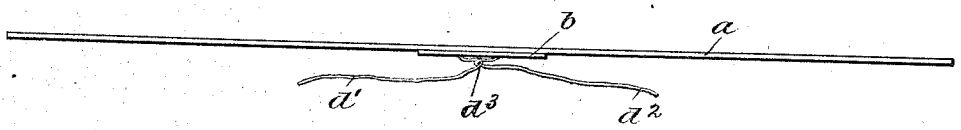
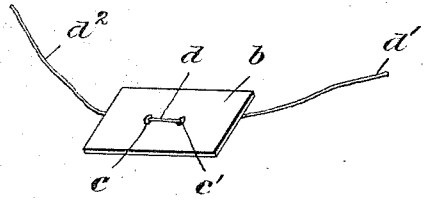


Fig. 3:



Witnesses;
Emmett L. Emmy.
Alice Richmond Brown

Inventor,
George Birch,
by Frederick L. Emmy
Atty.

No. 735,451. Patented August 4, 1903

UNITED STATES PATENT OFFICE.

GEORGE BIRCH, OF BOSTON, MASSACHUSETTS.

DISPLAY OR ADVERTISING DEVICE.

SPECIFICATION forming part of Letters Patent No. 735,451, dated August 4, 1903.

Application filed September 20, 1902. Serial No. 124,137. (No model.)

To all whom it may concern:

Be it known that I, GEORGE BIRCH, a citizen of the United States, residing at Boston, in the county of Suffolk and Commonwealth of Massachusetts, have invented an Improvement in Display or Advertising Devices, of which the following description, in connection with the accompanying drawings, is a specification, like letters on the drawings representing like parts.

My invention relates to display or advertising devices, and has particular reference to new and improved means for supporting or securing such devices in position.

Heretofore when it has been desired to secure a display device, such as an advertising-placard or announcement-card, in a prominent and noticeable position it has been customary to secure the same upon some suitably-located hook or nail, the placard or card being provided for this purpose with a hole or an attached clip or hanging device by which the card or placard is suspended, leaving, however, the protruding end of the hook or nail visible and accessible. The result has been that where such a placard has been placed in this manner in a position adapted to attract public attention the displaying or advertising advantages of its position have speedily attracted the attention of those interested also in other advertising or displaying devices, who have taken advantage of the desirable location and the convenient support by hanging such devices or placards upon the same hook or nail, thereby covering the original device or placard and rendering it valueless. My invention provides a simple and convenient means of support for such placards or other like devices, having advantages which will more fully appear from the following description, but the use of which offers no inducement for the subsequent attachment of other placards in such manner as to conceal or interfere with the first.

My invention will be best understood from the accompanying drawings, wherein—

Figure 1 is a rear elevation of a card or display device fitted with supporting means constructed according to my invention. Fig. 2 is an edge view of the same, and Fig. 3 is a perspective view of the rear side of one of the supporting-tabs.

In the drawings, *a* represents a placard or announcement-card or such other display device as it is desired to secure in a prominent position. This placard is provided on its rear side with one or more supporting devices comprising the tab *b*, which may be made of paper, cardboard, leather, or any other suitable material, provided with the adjacent eyelet-holes *c c'*, adapted to receive the attachment member *d*, which in this instance I have shown as a fine wire or string having the free flexible ends d' d^2. These flexible ends d' d^2 are non-resilient, having no set or fixed positions to which they tend to return when displaced therefrom and out of which they must be forced, but are preferably freely pliable, so that they may be readily manipulated for twisting or tying when it is required to secure the placard to some fixed object. This attachment-wire is preferably inserted, as best shown in Fig. 3, in the eyelet-hole *c* at the face of the tab and drawn through the other eyelet-hole *c'* from the rear of the tab; but any method of suitably securing the attachment member to the tab may be employed. The back of the tab is then fastened to the back of the placard in any desired manner, as by gumming or gluing the same thereto and in any desired position. The free ends of the attachment member may now be secured to any suitable projection or stationary support by tying, twisting, or wrapping them about the latter, and in this position, with the supporting-body and the supporting means at the rear of the placard and concealed from view, the latter presents a smooth surface without any visible means of support upon which a second placard can be placed to cover the first. Any number of these supporting-tabs may be applied to the display device to afford the necessary support, according to the size and shape of the supporting object and the character of the display device, and the attachment member may be of any length or material suited to the conditions of use.

I prefer to twist or tie the free ends of the attachment member upon the face of the tab, as at d^3, and to provide the tab with an adhesive coating upon its back, whereby the tab and attachment member constitute a unitary supporting device adapted for attach-

ment at will to any displaying device in any desired way. The tab *d* is at all times perfectly flat and is of but one thickness and without folds when in position.

It will be evident that my invention is not limited to the particular embodiment thereof here shown and described, but may be varied without departing from the spirit and scope of the invention.

I claim—

In a display device the combination with a display member of a supporting member comprising a flexible tab provided with non-resilient flexible attaching means extending therefrom and adapted for securing said display member to a supporting object, said tab being applied to and appearing upon but one face of said display member.

In testimony whereof I have signed my name to this specification in the presence of two subscribing witnesses.

GEORGE BIRCH.

Witnesses:
EVERETT S. EMERY,
S. ETHEL HAYNES.