March 9, 1948. J. SROFE 2,437,444

BANNER OR PENNANT TYPE OF DISPLAY DEVICE

Filed Feb. 6, 1946

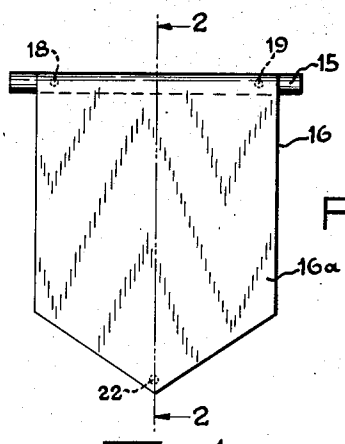


FIG. 1

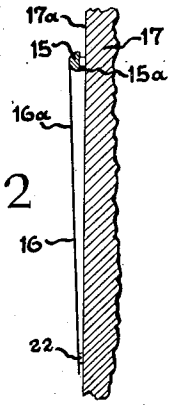


FIG. 2

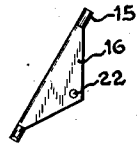


FIG. 7

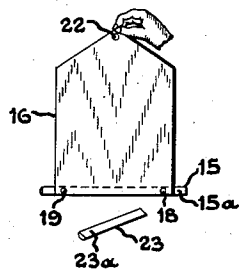


FIG. 8

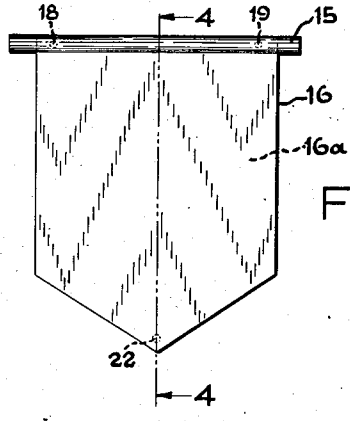


FIG. 3

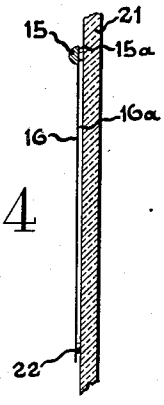


FIG. 4

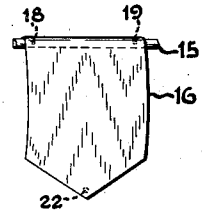


FIG. 9

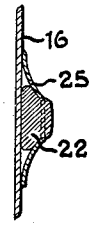


FIG. 6c

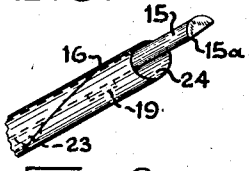


FIG. 6a

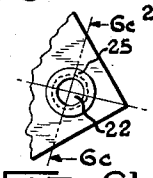


FIG. 6b

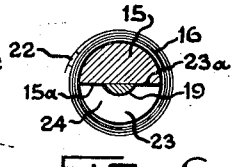


FIG. 6

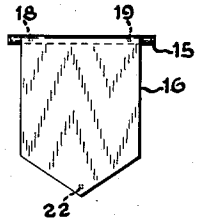


FIG. 10

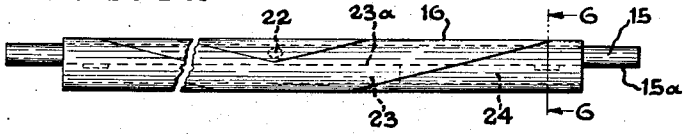


FIG. 5

INVENTOR.
JESSE SROFE.
BY Toulmin & Toulmin
ATTORNEYS

Patented Mar. 9, 1948 2,437,444

UNITED STATES PATENT OFFICE

2,437,444

BANNER OR PENNANT TYPE OF DISPLAY DEVICE

Jesse Srofe, Cincinnati, Ohio

Application February 6, 1946, Serial No. 645,803

3 Claims. (Cl. 40—125)

1

This invention pertains to display devices and is particularly related to a banner or pennant type display device which may be adhesively mounted on a supporting surface.

One of the objects of this invention is to provide a display device which is capable of easy handling and adapted to rapid mounting or demounting on the supporting surface on which it is to be displayed.

Another object of this invention is to provide a display device which may be packaged in a comparatively small space and which is light in weight, yet susceptible to rapid opening up and mounting on the surface where it is to be displayed.

A further object is to provide a display pennant or banner which may be packaged by rolling about a mounting member or stick and which may be quickly unrolled and attached adhesively to the surface upon which it is to be displayed.

Another object of this invention is to provide a display pennant or banner capable of being attached to an opaque wall surface or to a window for viewing through the glass.

And a still further object of this invention is to provide an adhesively mountable banner or pennant display device which may be rolled up so as not to interfere with the adhesive mounting members of the device when rolled and packed and yet is susceptible of substantially immediate unrolling and attachment to the desired mounting surface.

And a further object is to provide a novel adhesive attachment means for applying the display device to a mounting surface.

Further features and advantages of this invention will appear from a detailed description of the drawings in which:

Figure 1 is an elevational view showing a banner or pennant display device as applied to an opaque wall mounting.

Figure 2 is a vertical transverse section, showing the display device adhesively attached to a wall, indicated by the line 2—2 in Figure 1.

Figure 3 is a rear elevational view of the display device when mounted on a transparent glass surface for viewing through the glass.

Figure 4 is a vertical transverse section on the line 4—4 of Figure 3.

Figure 5 shows a rolled-up view of the display device for packaging.

Figure 6 is a section on the line 6—6 of Figure 5.

Figure 6*a* is an end perspective view of the display device when rolled-up for packaging.

Figure 6*b* is a view showing one of the adhesive attachment members.

Figure 6*c* is a section on the line 6c—6c of Figure 6*b*.

Figure 7 shows the first step in unrolling the banner preparatory to mounting, with the adhesive detached and the banner or pennant partly unrolled.

2

Figure 8 shows the second step in unrolling the banner preparatory to mounting.

Figure 9 shows the third step of adhesively securing the display device to the mounting surface.

Figure 10 shows the final step of attaching the display device to the mounting surface.

One of the great defects of prior pennant or banner display devices has been the large amount of time and effort required to properly secure the display to wall or window surfaces. These prior devices also lacked the ready adaptability of the display to both opaque walls and to windows for viewing from outside the building. As a result, prior display devices have been usually discarded or neglected in their application to show windows and other display areas because of the great time and effort required by the store manager in installing the displays or in the expense of having someone visit the various stores and install the banners.

Applicant's present invention is directed to a novel arrangement of banner or pennant display device which is both light in weight, and readily adapted to be rolled up for packaging and transporting to the various stores and show windows where it is to be displayed. It is also the purpose of applicant's present arrangement to provide a display device which may be quickly attached or removed by adhesive mounting means to any type of wall or window surface, thereby greatly reducing the installation and demounting time and consequently enhancing the value and practical application of this display device.

Essentially, this novel display device comprises a semi-cylindrical or half-round mounting member or stick 15. To the flat, diametrical portion 15*a* of the mounting stick is attached the banner or pennant portion 16. Preferably, the portion 16 is made of a semi-transparent thin rag paper or the like upon which the desired display design is imprinted. In this particular arrangement, the printed material is provided on the surface 16*a* of the banner which is the surface facing in the same direction as the flat diametrical portion 15*a* of the mounting stick 15, as best seen in Figures 3, 4, and 8. The flat portion 15*a* of the mounting stick 15 is provided with a pair of adhesive mounting members 18 and 19 spaced toward the ends of the mounting stick 15 but within the width of the banner 16, Figures 1 and 2.

When the banner is to be mounted on an opaque wall 17, the banner 16 is folded over the curved peripheral portion of the half-round stick 15, Figure 2, the flat side of stick 15 is attached to the wall surface 17*a* by pressing over gum positions 18 and 19, Figure 1. The banner 16 is then drawn downwardly, stretched tightly, and

attached by a suitable adhesive mounting member 22 to the surface 17a of wall 17.

When it is desired to mount this display banner on a transparent window for viewing through the glass 21, the stick 15 is attached to the glass by means of the adhesive mountings 18 and 19, as shown in Figure 4, with the banner depending downwardly and the printed display 16a facing outwardly through the glass. The pennant is then stretched downwardly and attached by a suitable adhesive retaining member 22.

The banner is normally packaged for transporting to the store by rolling it up on the half-round mounting stick 15, as shown in Figures 5, 6, and 6a. In order to maintain the wrapped banner in smooth, uniform condition so that it will be free of wrinkles when attached to the wall or window and to also prevent the banner from sticking to the adhesive mounting means 18 and 19, a wrapping stick 23 is provided. This stick 23 is of shorter length than the mounting stick 15 and is laid with its flat surface 23a against the flat surface of the mounting stick 15 as the banner is rolled up. The assembly when thus rolled up is shown in Figures 5, 6, and 6a, and it can be clearly seen that the wrapping stick 23, which is positioned between the adhesive mounting members 18 and 19, provides, together with the mounting stick 15, a fully cylindrical member upon which the banner may be wrapped in perfectly true circular form, free of all wrinkling. At the same time, it will be noted that a space 24, best seen in Figures 6 and 6a, prevents the inner wrapping of the banner 16 from contacting either of the mounting adhesives 18 and 19.

The adhesive mounting means 22 may preferably consist of a wad of adhesive plastic material surrounded by a small fibrous or paper washer 25, as best seen in Figure 6b and 6c so as to confine the adhesive to a restricted area of contact with the mounting surface to thereby facilitate its attachment to or removal from such a surface.

It is to be further noted that the adhesive 22 acts simultaneously as the mounting means for the outer end of the banner on the wall or display surface and at the same time, as seen in Figures 5 and 6, as the means to automatically maintain the banner in rolled up condition.

In order to prepare the banner for mounting, it is merely necessary to apply the thumbnail under the banner 16 and against the outer face of the washer 25 of the adhesive attachment means 22 to release the outer end of the banner from the roll, as best seen in Figure 7. The banner is then held between the fingers, as shown in Figure 8, so that the mounting stick 15 may drop downwardly, thus unrolling the banner automatically and, at the completion of the unrolling, allowing the rolling stick 23 to drop out, this stick being no longer required. The stick 15 is then attached to the wall or window as shown in Figures 2 and 4 with the adhesive members 18 and 19 firmly holding the stick to the mounting surface. The banner is then stretched outwardly and the adhesive member 22 attached to the mounting surface.

The adhesive members 18, 19, and 22 are of such nature that they may be readily pulled from the wall or glass surface with reasonable ease and the banner thereby either changed from wall to window or vice versa with a minimum of effort and time being required. Also, the banner may be readily wrapped up again together with the rolling stick 23 should it be desired to save the display banners or transport them to some other location.

While the apparatus herein disclosed and described constitutes a preferred form of the invention, it is to be understood that the apparatus is capable of mechanical alteration without departing from the spirit of the invention and that such mechanical arrangements and commercial adaptations as fall within the scope of the appendant claims are intended to be included herein.

Having thus fully set forth and described this invention, what is claimed as new and desired to be secured by United States Letters Patent is:

1. A display banner comprising a half-round mounting stick, a banner attached to the flat portion of said stick, spaced adhesive mounting means on the flat portion of said stick, means for rolling said banner on said stick comprising a wrapping stick adapted to be placed between said adhesive members and against the flat portion of said mounting stick, and an adhesive mounting means at the opposite end of said banner from said mounting stick for securing said banner in rolled position on said mounting and wrapping sticks and for securing the outer end of said banner when unwrapped to the mounting surface.

2. In a display banner, a half-round mounting stick, a banner portion of narrower width than the length of said stick and adhesively attached to the flat portion of said mounting stick, a pair of spaced adhesive attachment means for said banner connected to and mounted on said banner on the opposite side of its attachment with the flat portion of said mounting stick, adhesive mounting means on said banner at the opposite end thereof from said mounting stick, and means for rolling up said banner on said mounting stick including a shorter half-round wrapping stick placed between said adhesive mounting means and against the flat portion of said mounting stick to facilitate the smooth cylindrical wrapping of said banner on said mounting stick.

3. In a display banner, a half-round mounting stick, a banner portion of narrower width attached to the flat portion of said mounting stick, a pair of spaced adhesive attachment means for said banner connected to and mounted on said banner on the opposite side of its attachment with the flat portion of said mounting stick, adhesive mounting means on said banner at the opposite end thereof from said mounting stick, means for rolling up said banner on said mounting stick including a shorter half-round wrapping stick placed between said adhesive mounting means and against the flat portion of said mounting stick to facilitate the smooth cylindrical wrapping of said banner on said mounting stick, and means whereby said adhesive mounting means on the opposite end of said banner portion maintains said banner in rolled condition on said mounting and wrapping sticks.

JESSE SROFE.

REFERENCES CITED

The following references are of record in the file of this patent:

UNITED STATES PATENTS

Number	Name	Date
1,254,524	Mink	Jan. 22, 1918
1,807,442	Schwartz	May 26, 1918