March 15, 1966 R. R. SNEDIKER 3,239,957

WINDOW VENT DISPLAY SUPPORT FLAG

Filed March 1, 1962

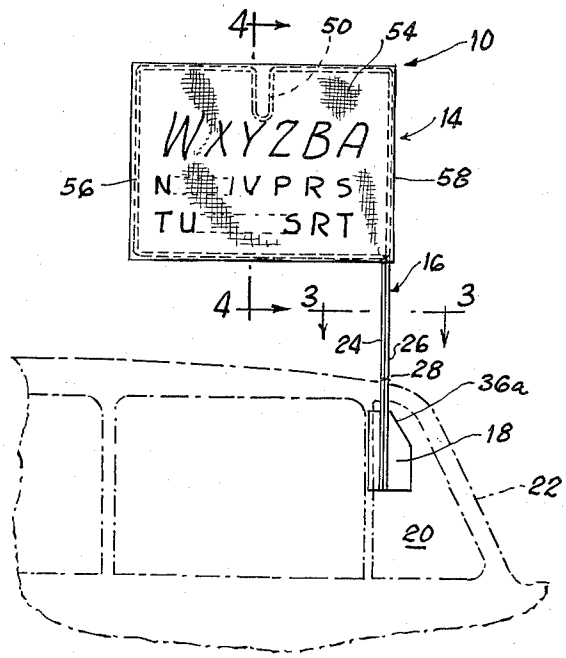



FIG. 1

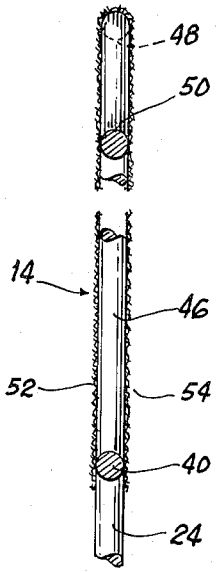



FIG. 4

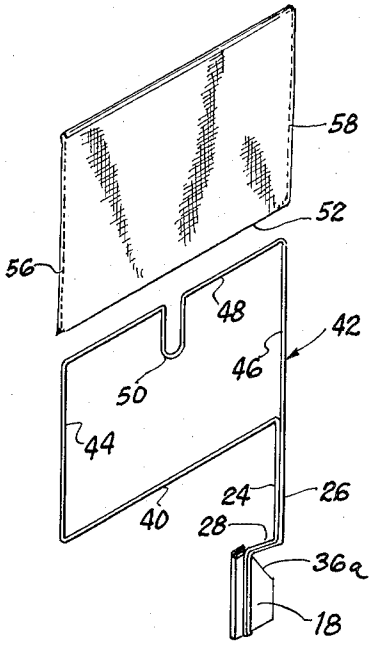



FIG. 2

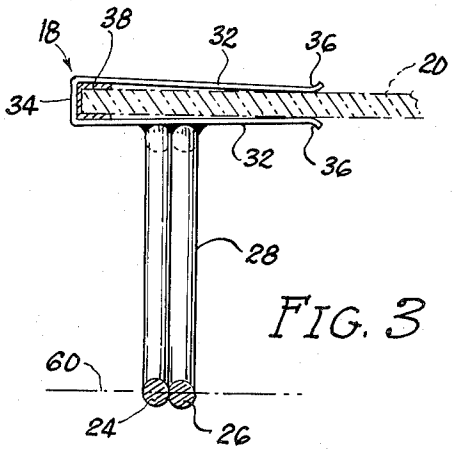



FIG. 3

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# WINDOW VENT DISPLAY SUPPORT FLAG

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1 Claim. (Cl. 40—129)

This invention relates in general to a display device for use on moving vehicles and more particularly to a display device which may be carried on the vent window of an automobile.

The present invention seeks to utilize the attractive and eye-catching features resulting from a banner or sign being carried from a moving vehicle as the wind continuously vibrates the sign. This very feature, however, results in a number of problems since the structure which supports the banner must be held securely but at the same time should be economically constructed and facilely mounted.

It is therefore an object of the present invention to provide an economically constructed display device capable of facile mounting on a vehicle without accessory equipment.

It is another object of the present invention to provide a display device adapted for facile mounting on the vent window of an automobile.

It is still another object of this invention to provide a display device capable of providing secure and economical support for a banner or other article carried on a standard externally of a moving vehicle.

In the drawings:

FIGURE 1 illustrates the display device and a banner carried on the vent window of an automobile;

FIGURE 2 is an exploded perspective view of the display device and banner;

FIGURE 3 is a sectional view taken through the line 3—3 in FIG. 1; and

FIGURE 4 is a sectional view taken through the line 4—4 in FIG. 1.

In the drawings the display device is indicated generally by the reference character **10**. It carries a sign or banner **14**, at its upper end and comprises a standard **16** terminating in a mounting clamp **18** at its lower end. The mounting clamp **18** is supported on a vent window **20** of an automobile indicated by the broken lines **22** in FIG. 1.

The standard **16** comprises a pair of vertically arranged parallel adjacent wire or rods **24** and **26** having an offset portion **28** intermediate the clamp **18** and the banner **14**. The rods **24** and **26** have their lower ends welded or otherwise affixed to the one side of the mounting clamp **18**.

The mounting clamp **18** comprises a generally flat U-shaped plate defined by a pair of side legs **32** and a back leg **34**. The legs **32** are spaced somewhat closer together at their open end than at the back leg **34** and each terminates in a slight angularly disposed lip **36** so that the vent window of an automobile may be conveniently received between the legs **32** with a bead **38** of the window securely and firmly held between the legs **32** and adjacent the back leg **34**. The legs **32** thus resiliently clamp the standard to the window, it being understood that the bead **38** may or may not be provided. The forward edge **36** of the legs **32** are cut away, as at **36*a***, to provide an incline or taper in the upper edge portion which conforms more or less with the shape of the vent window. This provides not only for better appearance but for a more effective attachment and assembly between the vent window and the clamp **18**.

The rod **24** extends upwardly for a desired distance and is then given a right angle bend to form a horizontal



lower leg **40** of a loop **42** which is integrally formed between the upper ends of rods **24** and **26**. The loop **42** is generally rectangular and is described by the aforementioned horizontal lower leg **40**, a pair of vertical spaced apart parallel legs **44** and **46** and another horizontal upper leg **48** parallel to and spaced apart and above the leg **40**. The leg **48** is formed with a depending U-shaped bend or loop **50** formed therein intermediate its ends and extends in the direction towards the leg **48**. This permits the two legs **44** and **46** to be resiliently moved towards each other so that the banner **14** may be received about the loop **42** snugly held thereon.

The banner **14** comprises a suitable fabric, for example, formed in a closed loop having the co-planar sides **52** and **54** upon which suitable lettering may be disposed and the end portions **56** and **58** are spaced apart by a distance slightly less than the distance between the legs **44** and **46** thereby to be snugly engaged by the vertical legs **44** and **46** of the loop **42**. Actually, the end portions **56** and **58** represent the stitching or other means utilized to join the respective ends of the sides **52** and **54** together. The banner is open at its lower end to enable the banner to be slipped downwardly about the loop when the upper portions are flexed to decrease the spaced relationship between the legs **42** and **44**.

The display device **10** is supported from the vent window **20** when the window is opened by placing the legs **32** of the mounting clamp **18** over the sides of the window so that the banner **14** is displayed above the automobile. The rods **24** and **26** in this position are disposed so that they have a common axis indicated at **60** in FIG. 3, generally parallel to the direction in which the auto is moving to provide strength and rigidity.

The banner **14** is, of course, subject to considerable variation in wind pressure as the automobile moves with the result that it tends to billow in opposite directions. This results in considerable change in pressure on the legs **44** and **46**, however, due to the loop **50**, the legs **44** and **46** move easily towards and away from each other to provide sufficient tension on the banner fabric to hold it in position while at the same time preventing the accumulation of such stress on the fabric as would result in its tearing. This resiliency in the support also provides for a more desirable and attractive movement of the banner in response to variable wind pressure whereby a more attractive and more attention-getting display is achieved.

The described invention may, of course, be quite varied in its form, wherefore the scope of the invention is believed more completely set forth in the appended claim.

I claim:

A display device comprising a single wire section defining an integrally formed rectangular loop terminating in a vertical pair of parallel adjacent rods depending downwardly from one corner of said loop, an offset portion defined by said rods at a point spaced below said corner, a U-shaped clamp member affixed to said single wire section at a point on said rods below said offset portion, the side walls of said clamp member defining an interior substantially corresponding in size to the thickness of the vent window of an automobile whereby said device can be carried from said vent window, a banner forming a closed configuration having open ends adapted to be received over said loop with opposite sides of said closed configuration adapted to be engaged under tension with opposite sides of said loop, said loop including substantially horizontally disposed upper and lower legs, one of said legs defining a bend at an intermediate point along its length, said bend defining a U-shaped configuration extending a substantial distance inwardly of said loop, said bend permitting said integrally formed loop to respond to changes in the shape of said banner for engaging said banner

snugly irrespective of variations in wind pressure applied against said banner.


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