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DISPLAY DEVICE FOR ADVERTISEMENTS

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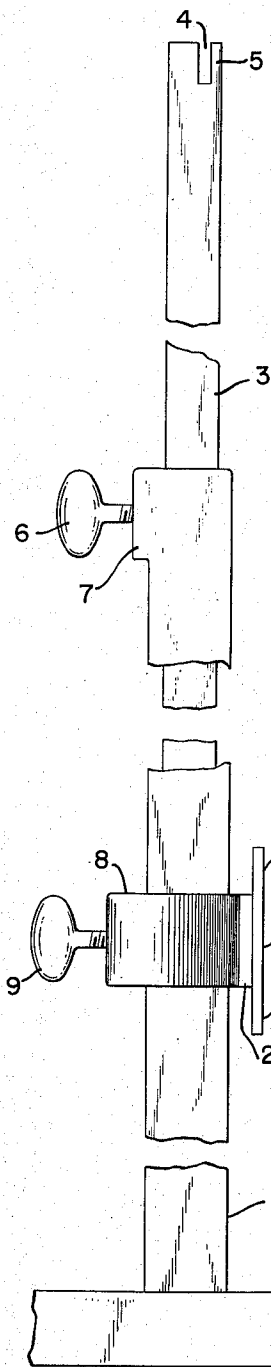


FIG. 1.

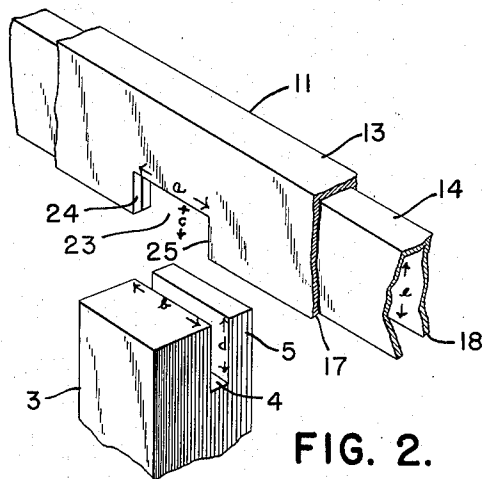


FIG. 2.

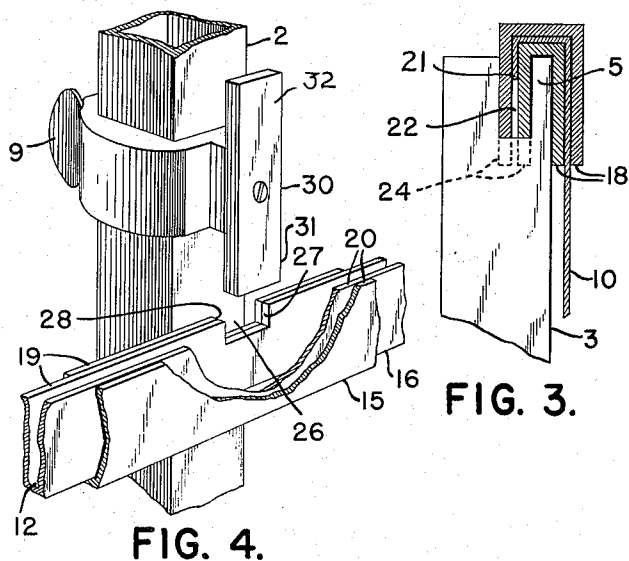


FIG. 3.

FIG. 4.

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DISPLAY DEVICE FOR ADVERTISEMENTS

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5 Claims. (Cl. 40—125)

1

This invention has to do with display devices for advertisements, and particularly with a device adapted to mount cards or posters for window display advertising.

This invention is an improvement of my United States Patent No. 1,570,656 whose object, like the present, is to provide a simple and inexpensive device which will make it possible to display card advertisements effectively, easily and inexpensively.

A feature of the present invention is that an upright to which a display card is attached is extendable so that the card may be displayed at different heights from the ground.

Another feature of my invention is the provision of framing members for the card in the form of two cross-pieces attachable to an upright and movable with respect to one another.

These and other features of my invention will be more readily understood from the claims, the detailed description and the accompanying drawings, in which:

Fig. 1 is a side elevation of the mounting structure;

Fig. 2 is a perspective view of the top of the mounting structure and upper cross-piece;

Fig. 3 is a section of a cross-piece holding the upper edge of a card to the structure; and

Fig. 4 is a perspective view of the collar of the mounting structure and lower cross-piece.

1 is the base of a mounting structure to which is attached the lower end of a hollow upright by any suitable means, such as being pressed into an indentation in the base. A rod 3 is longitudinally movable within upright 2. The upper end of rod 3 is slotted at 4 thereby forming a finger 5. Rod 3 may be conveniently locked in any position with respect to upright 2 by suitable locking means, such as thumbscrew 6 which projects through a bushing 7 of upright 2.

Upright 2 and rod 3 should be so constructed that the rod may move within the upright. However, they need not be quadrangular as illustrated, but may be otherwise shaped, e. g. triangular, hexagonal, etc.

A collar 8 is slidably mounted on upright 2 and may be held in any position by suitable locking means, such as thumbscrew 9.

Card 10 (Fig. 3) bearing an advertisement may be framed and rigidly held at its upper edge by cross-piece 11 and at its lower edge by cross-piece 12. Cross-pieces 11 and 12 are identical and each piece comprises two nested U-shaped channels, 13 and 14 for piece 11, and 15 and 16 for piece 12.

2

When cross-pieces 11 and 12 are placed in position on rod 3 and upright 2, 17 indicates the inside and 18 the outside walls of cross-piece 11, and 19 the inside and 20 the outside walls of cross-piece 12. Card 10 is securely held by having its upper edge inserted between outside adjacent walls 18 of cross-piece 11. The lower edge of the card (not shown) is similarly held by being inserted between outside adjacent walls 20 of lower cross-piece 12.

If card 10 is pliable, as indicated in Fig. 3, its edge 21 may be partly wrapped around inner channel 14 and protrude within space 22 between channels 13 and 14. The lower edge of card 10 is secured to cross-piece 12 in a similar manner.

If the advertising card is stiff, it may be framed simply by inserting its upper and lower edges between outside walls 18 and 20 of cross-pieces 11 and 12 without wrapping them around the inner channels.

Channels 13, 14, 15 and 16 may be made of any suitable material, such as aluminum, which will clamp the card.

Cross-piece 11 is provided with a recess 23 at the center of inside walls 17. Length *a* (Fig. 2) of recess 23 is slightly greater than length *b* of slot 4. Depth *c* of the recess plus height *d* of finger 5 equals the inside height *e* of innermost wall 17. Thus when cross-piece 11 is in position on rod 3 sides 24 and 25 will press against the surface of rod 3 just below slot 4. A similar recess 26 is formed in inside walls 19 of lower cross-piece 12 and its sides 27 and 28 press against the surface of a rib 29 on collar 8 when cross-piece 12 is in position.

A lower finger 30, provided on rib 29, has a lower end 31 and an upper end 32.

The advertising card may be mounted according to my invention in the following manner: Cross-pieces 11 and 12 are clamped to the upper and lower edges of the card as above described. Rod 3 is then extended from upright 2 to the desired height and held in place by tightening thumbscrew 6. Recess 23 is pushed into slot 4 until the ends of sides 24 and 25 press against the surface of rod 3. Collar 8 is pushed down upright 2 until the ends of sides 27 and 28 of recess 26 engage rib 29. When collar 8 has been pushed down so that card 10 is taut, thumbscrew 9 is tightened.

Fixed vertical alignment of the advertising card on the structure illustrated is insured by the angular construction of rod 3 and upright 2 which prevents the rod from rotating within the upright. Similar construction of collar 8

3

prevents it from rotating about upright 2. If the rod, upright and collar are not angular then other suitable locking means, such as grooves, should be provided on the parts to prevent unwanted rotation.

Many alternative ways of mounting cards according to my invention are possible. A card may be provided with slots or backing as disclosed in my prior patent and mounted on the present structure by hooking to finger 5 and end 31 of finger 30. If it is desired to display two cards on the same structure, one card is hung from finger 5 and the other from upper end 32 of finger 30. In this case the lower edges of both cards hang free.

Since in accordance with my invention the height of the mounting structure may vary within certain limits, it is possible to use different size advertising cards on the same structure.

The cross-pieces holding the upper and lower edges of the card make it unnecessary to mount, tin, or otherwise stiffen the cards, thus reducing the cost and making it easier to transport and set up a window display.

What I claim is:

1. A structure for displaying an advertising card comprising a base, an upright attached to the base, a rod movable longitudinally within the upright, means for fixing the position of the rod, a collar slidably mounted on the upright, means for fixing the position of the collar, a framing member for the upper edge of the card fastened to the upper end of the rod by a slot formed in said end, and a second framing member for the

4

lower edge of the card fastened to the collar, each of said framing members comprising two nested U-shaped channels.

2. A structure according to claim 1, and in which a finger is provided on the collar.

3. The structure according to claim 1, and in which the upper framing member has a recess near its middle, the sides of which press against the upper end of the rod just below said slot.

4. The structure according to claim 1, and in which a rib is provided in the collar against which the sides of a central recess in the lower framing member press.

5. The structure according to claim 1, and in which the upper framing member and the lower framing member include outside walls and inside walls, the inside walls having a central recess, the sides of the recess in the upper framing member press against the upper end of the rod and the sides of the recess in the lower framing member press against the collar.

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

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1,570,656	Wertz	Jan. 25, 1926
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