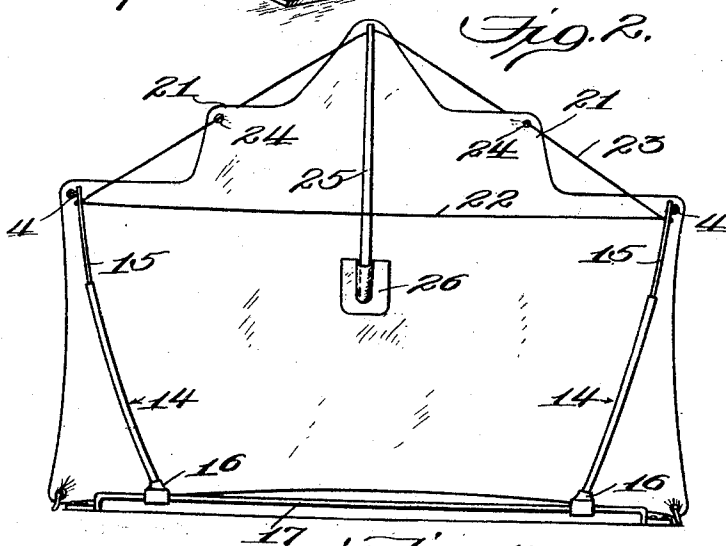
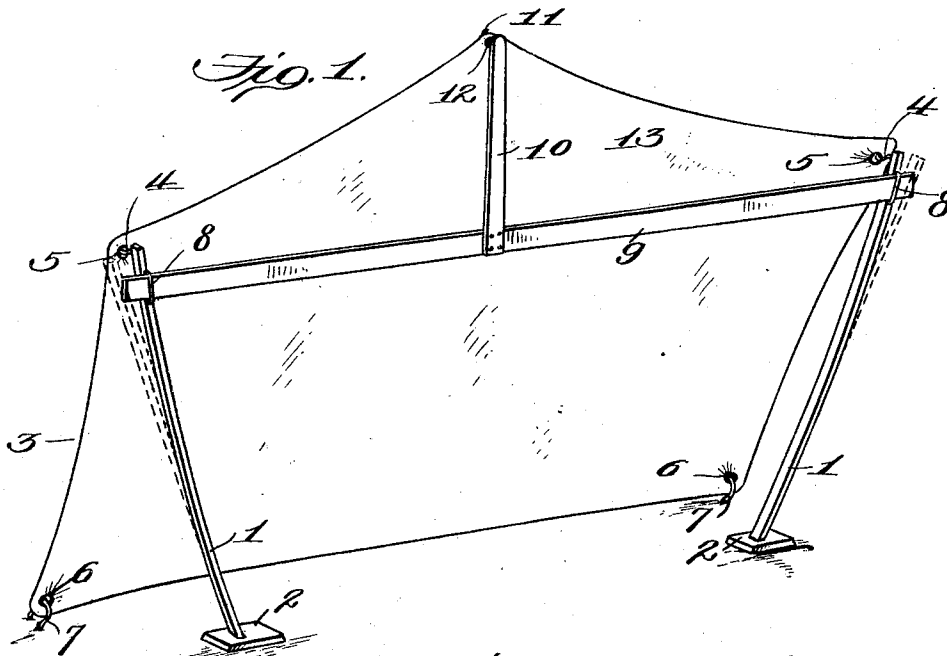


H. R. FISHER.
 ADVERTISING DEVICE.
 APPLICATION FILED JULY 13, 1909.

965,097.

Patented July 19, 1910.



Witnesses:

[Signature]
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HENRY R. FISHER, OF WARREN, PENNSYLVANIA.

ADVERTISING DEVICE.

965,097.

Specification of Letters Patent.

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To all whom it may concern:

Be it known that I, HENRY R. FISHER, a citizen of the United States, residing at Warren, in the county of Warren and State of Pennsylvania, have invented new and useful Improvements in Advertising Devices, of which the following is a specification.

The present invention is an improvement in advertising devices, and its principal object, stated in a general manner, comprehends the production of an extremely simple and inexpensive frame for supporting a sign in such a manner as to effectively display the advertising matter printed or otherwise indicated thereon. Briefly described, this frame comprises a pair of inclined supports constructed of suitable flexible material and so arranged with respect to each other that the normal distance between their upper ends is greater than the distance between the two points on the sign at which said ends are to be attached thereto, whereby such attachment will necessitate the support ends being forced inwardly or toward each other, the tension exerted upon the sign by this flexion of the supports serving to maintain the sign taut. In this connection, it may be stated that the expression "normal distance between the upper ends of the supports" refers to the distance between said ends when said supports are in their initial or unflexed position prior to their attachment to the sign.

The invention further comprehends the production of a supporting frame of the type specified, in which the main supports are adjustable toward and from each other, thereby permitting the use of the frame in connection with signs of various lengths.

It also resides in the provision of a supplemental device for supporting the upper central portion of a sign of more or less irregular contour, which device may be connected either directly or indirectly with the main supports.

Finally, the invention resides in the employment of two-part main supports adjustable in point of length, to permit their connection to signs of different heights.

The preferred embodiment of the invention is illustrated in the accompanying drawings, wherein:

Figure 1 is a perspective view of the invention in its simplest form. Fig. 2 is a rear elevation of a modified form. Fig. 3 is a detail longitudinal sectional view of

one of the main supports employed in the construction shown in Fig. 2. Fig. 4 is a fragmental detail view, partly in section, of a further modification.

Reference being had to said drawings, and to the various numerals marked thereon, it will be seen that the entire device consists merely of two main elements, the supporting frame and the sign. In its simplest form, shown in Fig. 1, the frame comprises a pair of flexible posts 1 whose lower ends are secured to feet 2 adapted to be bolted or otherwise fastened to the floor of the shop window wherein the sign is to be displayed. These posts may be constructed of either wood or metal, and are inclined, as shown, the normal distance between their upper ends being slightly greater than the distance between the two points on the sign 3 at which said ends are to be attached thereto. In the construction illustrated, the two points mentioned are located adjacent the upper corners of the sign, as will appear later, this being true irrespective of the inclination of the posts.

It is essential that the two posts be inclined in opposite directions, and, in this connection, it may be stated that the expression "in opposite directions" employed, is intended to cover not only a construction wherein the posts extend outwardly or away from each other, as illustrated, but also one wherein said posts extend inwardly or toward each other, the expression specified being used in its broadest sense. Illustration of such inward inclination is therefore considered unnecessary and has been omitted.

Each of the two posts has secured to its upper end a forwardly-projecting hook 4 adapted for engagement in an eyelet or loop 5 provided in the present instance at the adjacent upper corner of the sign, which latter may be constructed either of paper or of any suitable light textile fabric and has the advertising matter printed or otherwise indicated upon its front face. The lower corners of the sign are likewise provided with eyelets or loops 6 which are designed to be engaged by hooks 7 fastened to the floor of the window. Each post may, in addition, have secured to its upper end a rearwardly-projecting staple 8, the two staples, when employed, being designed to support a horizontal bar 9, the ends of which pass loosely therethrough. Where the sign to be displayed is not rectangular, but has a more or

less irregular contour, there may be attached to the central portion of this bar an up-standing brace rod 10 whose free upper end carries a hook 11 similar to hooks 4 and adapted to engage an eyelet or loop 12 provided upon the extremity of the projecting portion 13 of the top of the sign.

Instead of constructing each post of a single strip of wood or metal, two-part posts 14, illustrated in Fig. 2, may be employed, the members of which are telescopically connected and are held frictionally in adjusted position, thus providing for the use of signs of different heights. In this case, the hooks 4 are attached to the upper ends of the inner members 15 of the posts. Provision is also made for utilizing the frame in connection with signs of various lengths, and to this end the feet 2 are replaced by socket members 16, shown in Figs. 2, 3 and 4. These members are slidably mounted upon a single flat guide bar 17, (Fig. 2), or upon a pair of short guide bars 18 of similar construction, (Fig. 4), the bar or bars extending through horizontal passages 19 formed in said members. This construction is applicable both to the unitary posts 1 and to the two-part posts 14, the lower ends of the posts being fitted in the socket 20 with which said members are provided.

Under certain circumstances, as for instance, when the top portion of the sign is formed with additional projections 21 located upon opposite sides of the main projection 13, the bar 9 may be omitted and a pair of cords 22 and 23 substituted therefor, the ends of the cords being fastened in perforations formed in the upper ends of the posts. (See Figs. 2 and 3.) Cord 22 extends directly across the back of the sign, while cord 23 is passed through eyelets or loops 24 provided in the ends of the projections 21 and through a perforation formed in the upper end of a vertical brace rod 25 arranged against the rear face of the sign and having its lower end fitted in a pocket 26 attached to said sign, as shown in Fig. 2.

Owing to the flexibility of the posts, and to the fact that the normal distance between their upper ends is greater than the distance between the two loops 5, it will be apparent that in order to engage the hooks 4 with said loops 5, the said upper ends of the posts must be bent toward each other, this being true, as already stated, irrespective of the inclination of the posts. The tension produced by this flexion of the posts will therefore have the effect of maintaining the sign taut, its lower ends being held in place by the engagement of the eyelets or loops 6 with the hooks 7. The upper portion of the sign will also be supported and braced by the bar 9, by the latter and the rod 10, or by the cords 22 and 23, according as one

or another of these constructions is employed. Where the socket members 16 are utilized, they will be held in adjusted position by the slight displacement thereof due to the flexion of the posts, the end edges of the passages 16 biting into the guide bar or bars. The employment of flat guide bars has the further effect of preventing the socket members from turning thereon, thereby insuring the retention of the device in upright position.

What is claimed is.

1. The combination of a pair of inclined tensioned supports adjustable toward and from each other, and a flexible body attached at opposite ends to the supports and maintained taut by the tension exerted by said supports thereon.

2. The combination of a flexible body, and a pair of flexed two-part posts to which the body is attached at opposite ends, for exerting tension upon said body in opposite directions, to maintain the same taut, said posts being adjustable bodily toward and from each other and having the members thereof adjustable endwise.

3. The combination, with a flexible body, of a pair of inclined flexible posts attached to the upper portion of said body at their upper ends, the normal distance between said ends being greater than the distance between the two points on said body at which they are attached thereto, to flex said posts in opposite directions during such attachment and to maintain said body taut by the tension exerted thereon incidental to such flexion.

4. The combination, with a flexible body having the upper portion thereof provided with a pair of loops distant from each other, of a support for said body comprising a pair of flexible inclined posts provided at their upper ends with fastening devices arranged for removable engagement with said loops, the normal distance between said post ends being greater than the distance between said loops, to flex said posts in opposite directions during such attachment and to maintain said body taut by the tension exerted thereon incidental to such flexion.

5. The combination, with a flexible body, of a pair of inclined flexible posts attached to the upper portion of said body at their upper ends, the normal distance between said ends being greater than the distance between the two points on said body at which they are attached thereto, to flex said posts in opposite directions during such attachment and to maintain said body taut by the tension exerted thereon incidental to such flexion, and fixed fastening devices distant from each other and independent of said posts engaged with the lower portion of said body.

6. The combination, with a flexible body having its upper and lower portions each provided with a pair of loops distant from each other, of a support for said body comprising a pair of inclined posts tensioned in opposite directions and provided at their upper ends with fastening devices arranged for removable engagement with the upper loops, said body being maintained taut by the tension exerted thereupon by said posts, and fixed fastening devices distant from each other and independent of said posts removably engaged with the lower pair of loops.

7. The combination, with a flexible body, of a pair of inclined tensioned supports attached at their upper ends to the upper portion of said body and adjustable toward and from each other, to maintain said body taut by the tension exerted thereon.

In testimony whereof I have hereunto set my hand in presence of two subscribing witnesses.

HENRY R. FISHER.

Witnesses:

FRANK J. LYONS,
HARRY W. JOHNSON.