Dec. 30, 1930. R. A. FURLONG 1,787,308

HOLDER FOR DISPLAY STRIPS

Filed Nov. 26, 1929

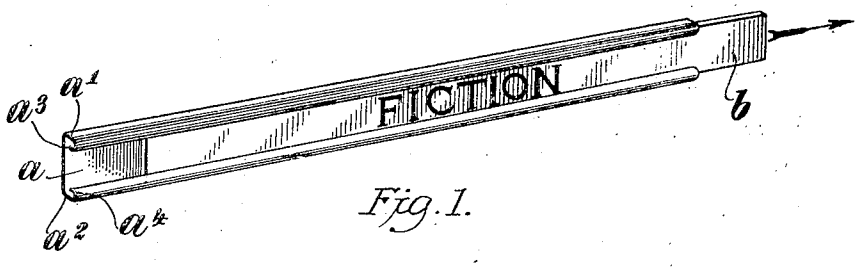


Fig. 1.

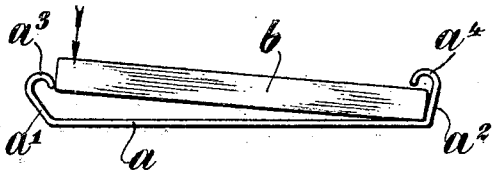


Fig. 2.

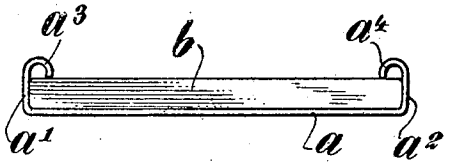


Fig. 3.

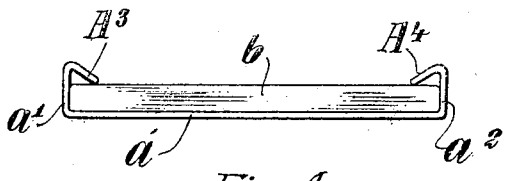


Fig. 4.

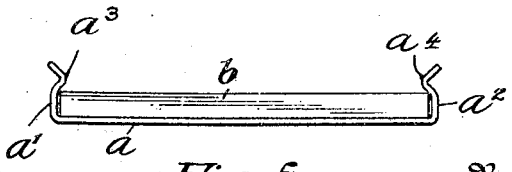


Fig. 5.

Inventor:
Roland A. Furlong,
By his Attorneys
Redding, Greeley, O'Shea & Campbell

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UNITED STATES PATENT OFFICE

ROLAND A. FURLONG, OF ROCHESTER, NEW YORK, ASSIGNOR TO THE YAWMAN & ERBE MANUFACTURING COMPANY, OF ROCHESTER, NEW YORK, A CORPORATION OF NEW YORK

HOLDER FOR DISPLAY STRIPS

Application filed November 26, 1929. Serial No. 409,773.

This invention relates to the type of holder which is used to receive strips on which are displayed names or other matter. More particularly, it is concerned with the type of holder that is usually made of celluloid in which cardboard name strips are mounted removably. The principal object of the invention is to provide an improved supporting sheathing which shall be simple in construction, inexpensive to manufacture and permit the more convenient insertion of display strips whereby the element of skill on the part of the operator may be reduced and a substantial saving in time effected.

In accordance with the invention the holder is formed of generally U-shaped cross section having marginal lips along the opposed edges of such shape as to present a convenient entering angle to the strip to be inserted. The flanges of the holder no matter what the material may be are yielding to an extent sufficient to enable the display strip to be forced in between their lips. The described condition can be successfully practiced with a celluloid holder, the lips being so curved, beveled or otherwise formed as to facilitate the insertion of the strip flatwise, the flanges of the holder yielding sufficiently to facilitate the snapping in of the strip to its intended position.

The invention will be better understood with reference to the illustrated embodiments shown in the drawings, in which:

Figure 1 is a view in perspective of an improved holder with a display strip mounted therein, the arrow indicating that the strip may be withdrawn most conveniently by endwise movement.

Figure 2 is a view in end elevation of the holder shown in Figure 1 indicating the manner in which the strip is inserted.

Figure 3 is a view similar to Figure 2 showing the strip after insertion.

Figure 4 is a modified form of holder in which the lips are disposed angularly instead of being curved.

Figure 5 is a view similar to Figure 4 showing another form.

While it is to be understood that the principle of the invention may be incorporated in materials of any suitable properties, in the present state of the art it will find the widest application to celluloid holders for cardboard strips and by way of illustration, but not limitation, such a holder has been shown. The holder a, of celluloid, is formed with marginal flanges a', a^2, which normally extend at right angles to the web a thereby constituting a generally U-shaped holder. The distance between the flanges a', a^2, will be approximately equal to the width of the display strip b which is to be received, this strip ordinarily being of flexible cardboard or paper having some degree of stiffness. The edges of the flanges a', a^2 are provided with inwardly extending lips a^3, a^4, respectively, under which the strip b lies when in place, these lips serving as retaining elements. The form of the lips a^3, a^4 is such as will will facilitate the flatwise movement of the strip b past them into the position shown in Figure 3. Three such forms are illustrated by way of example in the drawings, Figures 1–3, showing the lips a^3 as rolled or curved while Figure 4 shows the lips A^3, A^4, as bent inwardly angularly but presenting a flat rather than a curved surface to the edges of the strip when introduced, and Figure 5 shows the lips reversely bent. The flanges a', a^2, of the holder are of such construction as to yield sufficiently to enable the strip b to be pressed downwardly past the lips a^3, a^4 until in place whereupon the resiliency of the flanges restores them to normal position with the lips overlying the strip and retaining it in place. The most convenient way to remove the strip is to slide it endwise as shown in Figure 1.

In practice the strip will be inserted by placing it flatwise over the lips and then pressing one end of the strip straight down so as to spring the flanges a', a^2, at that end sufficiently to enable the strip to be snapped into place. By then moving the finger progressively towards the other end of the strip it may be readily forced down throughout its length past the lips of the holder until it rests flatwise on the web a. The introduction of the strip in this manner requires no skill on the part of the operator and can be

accomplished very quickly and expeditiously thereby effecting a substantial saving in time in those instances where a large number of strips are thus to be mounted in their holders.

As indicated before changes in materials and shape may be made without departing from the spirit of the invention so long as any modified device operates in accordance with the principle described.

What I claim is:

1. A holder for display strips comprising a web formed with upstanding flanges along its opposite edges, said flanges being yielding and provided with reentrant lips along their edges to receive a display strip flatwise, the strip camming against the lips during insertion into the holder and being held in position by the lips when the latter have flexed back to normal position.

2. A holder for display strips comprising a web formed with upstanding flanges along its opposite edges, said flanges being yielding and provided with reversely and inwardly curved lips along their edges to receive a display strip flatwise.

3. A celluloid holder for display strips of U-shaped cross sectional form having yielding flanges rolled inwardly along their edges to constitute lips which permit flatwise passage of the display strip and overlie said display strip when in place.

This specification signed this 19th day of November, A. D. 1929.

ROLAND A. FURLONG.