Oct. 11, 1938. R. G. OSTRANDER 2,132,799

DISPLAY SUPPORT

Filed Jan. 7, 1938

Fig. 1

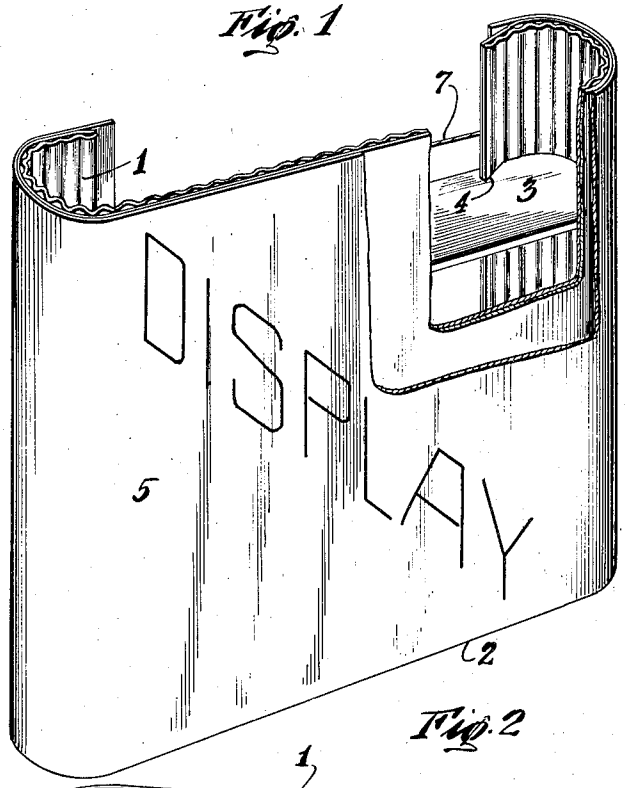


Fig. 3



Fig. 4

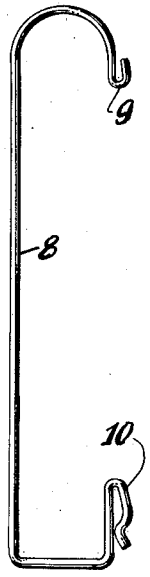


Fig. 2

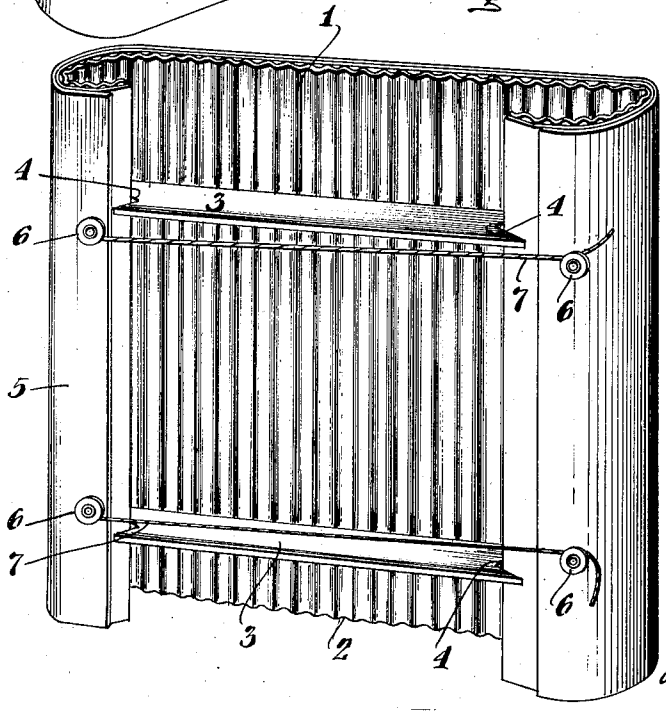
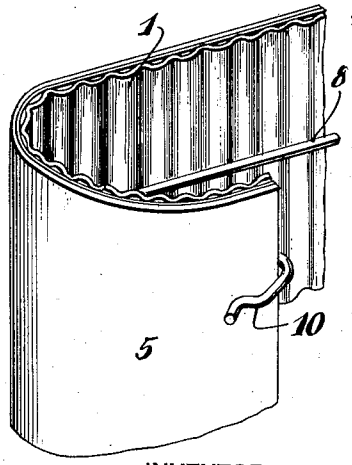


Fig. 5



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Patented Oct. 11, 1938 2,132,799

UNITED STATES PATENT OFFICE

2,132,799

DISPLAY SUPPORT

Richard G. Ostrander, New York, N. Y.

Application January 7, 1938, Serial No. 183,780

4 Claims. (Cl. 40—126)

This invention relates to display supports and my improvement is directed to the provision of a sheet of stiff material, such for example as corrugated card board or the like, which can be curved about a horizontal brace member, restrained in its curved position, and caused to stand at its lower edge on a flat surface.

When not in use the support can be rolled in relatively small cylindrical form for portage.

A sheet of paper or the like bearing an advertisement, pictorial or otherwise, is to be placed against the outer surface of the support and is provided near its outer side edges with engaging means whereby a string or other strand, strung between said engaging means, may serve the dual purposes of binding the sheet of paper upon the support and holding the support in its curved, standing position.

The horizontal brace member is shaped to accord to the support the desired curvature, said brace member serving as a mould about which the support is curved.

Other features and advantages of my invention will hereinafter appear.

In the drawing:—

Figure 1 is a front perspective elevation of my improved support with a display sheet thereon.

Fig. 2 is a rear perspective view thereof.

Fig. 3 is a plan view of a brace member, formed of stiff sheet material.

Fig. 4 is a plan view of a modified form of brace, composed of spring wire, and

Fig. 5 is a partial rear perspective view of the support having a wire brace member associated therewith.

In said figures 1 indicates a sheet of corrugated board, which can be curved at its sides, substantially as shown, and thus provide a base edge 2 for standing purposes. Of course the curved formation given the sheet 1, (which is more or less resilient), must be maintained, and means for so doing are provided, as will hereinafter appear.

One or more flat stiff pieces of bracing material, indicated at 3, are placed horzontally against the back of sheet 1, said sheet being moulded about said bracing pieces 3 in the manner shown. Said pieces 3 are provided with clefts 4 adapted to receive the side edges of sheet 1 to thereby effect a localizing junction between said sheet 1 and its bracing members.

A display sheet, indicated at 5, is placed over the front surface of support sheet 1, this display sheet having attached thereto, near its side edges, tabs 6 or other anchorage means, and a string or strand 7 connected to the anchorage means at one side is adapted to be extended across the back of the device and engaged with the anchorage means at the other side. By suitably tensioning the string it will lock the side edges of sheet 1 in the clefts 4, bind the display sheet about the support sheet, and securely retain the device in its contoured form about the braces.

In a modified form of transverse brace which may be employed instead of the brace members 3 I have shown in Figs. 4 and 5 a brace composed of spring wire 8 provided at its ends with means for engaging the side edges of support sheet 1.

The engaging means may have a variety of form. For example, at 9 the engaging means appears in the form of a simple hook, while at 10 it is in the form of a spring hasp that will grip the edge of the support sheet and effect so tight a grasp thereof as to avoid the occasion for employing the string binding element. Where the spring hasp means are provided at the ends of wire brace 8 the edges of the display sheet as well as the edges of the support sheet are to be grasped thereby (see Fig. 5).

Variations within the spirit and scope of my invention are equally comprehended by the foregoing disclosure.

I claim:—

1. Display means comprising a sheet of stiff resilient material, a transverse brace member placed at the back thereof, said sheet being contoured about said brace to constitute a support, a display sheet placed against the front of said support, said brace including means adjacent its extremities to receive the ends of said support and display sheet and to localize said brace relatively to said support.

2. Display means comprising a sheet of stiff resilient material, a flat transverse brace member placed at the back thereof, said sheet being contoured about said brace to constitute a support, and said brace having localizing clefts to receive the side edges of said support, a display sheet placed against the front of said support, anchorage means on said display sheet, and a strand extended tensionally between said anchorage means to removably connect said support, brace and display sheet.

3. Display means comprising a sheet of stiff resilient material, a transverse brace composed of contoured spring wire having spring hasps at its ends, said sheet being formed about said brace with its side edges removably engaged by said spring hasps to constitute a support, a dis-

play sheet placed against the front of said support, the side edges of said display sheet also being engaged by said spring hasp.

4. Display means comprising a sheet of stiff resilient material, a transverse brace member placed at the back thereof, said sheet being contoured about said brace to constitute a support, a display sheet placed against the front of said support, anchorage means on said display sheet, and a strand extended tensionally between said anchorage means to removably connect said support, brace and display sheet.

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