July 19, 1932. H. E. SAUNDERS 1,867,765

DISPLAY DEVICE

Filed Aug. 19, 1931

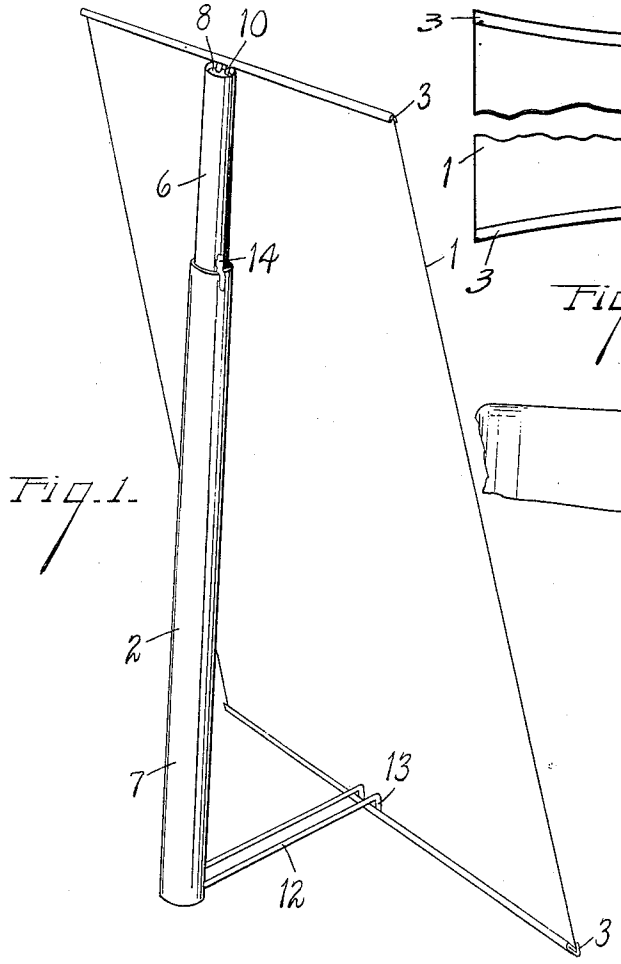


Fig. 1.

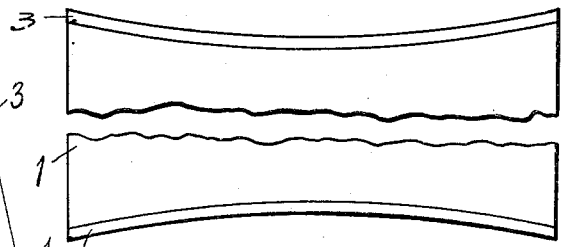
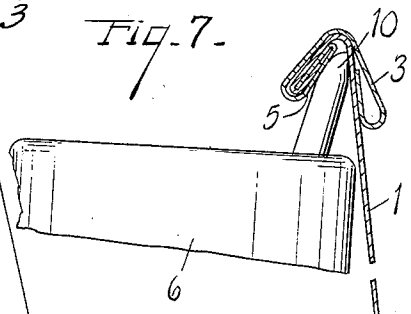


Fig. 7.



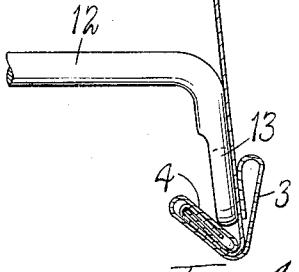


Fig. 4.

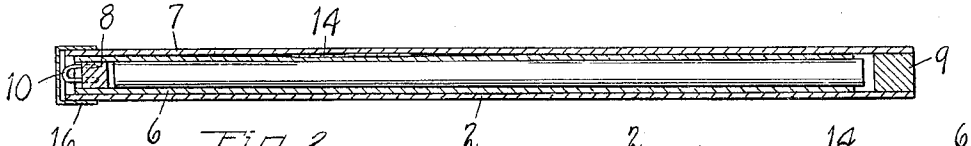


Fig. 2.

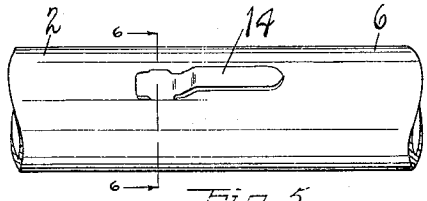


Fig. 5.

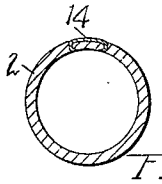


Fig. 6.

Fig. 3.

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Patented July 19, 1932 1,867,765

UNITED STATES PATENT OFFICE

HENRY E. SAUNDERS, OF TORONTO, ONTARIO, CANADA, ASSIGNOR TO KALA SIGN COMPANY, OF KALAMAZOO, MICHIGAN

DISPLAY DEVICE

Application filed August 19, 1931, Serial No. 558,019, and in Canada June 14, 1930.

The main object of my invention is to provide an inexpensive and practical support for display signs and posters which are used in store windows and other locations for advertising and the like.

Another object is to provide a display device in which the mailing tube for the sign or poster is itself used as a main part of the support instead of being discarded as has heretofore been the practice.

Objects relating to details and economies of my invention will appear from the description to follow. The invention is defined and pointed out in the claims.

A structure which is a preferred embodiment of my invention is illustrated in the accompanying drawing, in which:

Fig. 1 is a rear perspective view of a display device embodying my invention.

Fig. 2 is a view mainly in longitudinal section illustrating the parts ready for mailing.

Fig. 3 is an enlarged fragmentary vertical section of the lower end of the support and poster.

Fig. 4 is an enlarged fragmentary detail partially in side elevation and partially in vertical section illustrating the connections between the upper and lower ends of the support and the poster.

Fig. 5 is an enlarged fragmentary detail of the stop.

Fig. 6 is a sectional view taken on the line 6—6 of Fig. 5.

Fig. 7 is a fragmentary elevation of the poster, illustrating the concave binding strips at the end thereof exaggerated.

Referring to the drawing, numeral 1 indicates the display sign or poster which may have any desired picture or wording reproduced thereon by any suitable process. The sign is formed of flexible material such as paper, linen, cotton, or the like so that it may be rolled so as to be inserted in the mailing tube 2. The display sign is provided with binding strips 3 at each end in the manner of a calendar or the like. The binding strip 3, however, is doubled back upon itself to provide an upwardly facing groove 4 at the lower end of the sign and a downwardly facing groove 5 at the upper end.

The sign is, as stated, adapted to be rolled and mailed in the tube 2. If the sign is substantially square in shape, the tube may be of unitary construction, but if the poster be considerably greater in length than in width, the tube is formed of two sections 6 and 7 adapted to telescope on one another. The mailing tube is also adapted to support the sign or poster. As the mailing tube is usually formed of cardboard, I insert a wooden plug 8 in the end, which supports the upper end of the sign and a wooden plug 9 in the end, which rests on the supporting surface. A staple 10 is driven into the upper plug 8 and forms a projection which is adapted to be received in the groove 5 in the upper binding member of the sign. The bottom plug 9 is provided with laterally directed holes 11 in which are disposed the ends of the legs of a U-shaped stretcher and foot member 12. The member 12 is provided with a hooked end 13 which is adapted to be received in the upwardly directed groove 4 in the lower binding member of the sign. The member 12 is preferably formed of spring wire or a material having a measure of resiliency sufficient to hold the sign or poster under tension.

To limit the telescoping movement of the tube parts 6 and 7 when set up to support the sign, a stop 14 is secured to the tube section 6 which is adapted to engage the upper end of the section 7 as shown by Fig. 1. There is sufficient difference in the size of the two tube sections to allow the stop 14 to slide within the larger tube when so desired for packing and mailing purposes.

The stop 14 is, as illustrated, tongue-like in form and adapted to be lifted up to engage the end of the outer tube or collapsed or pressed down to enter the outer tube.

Any suitable means may be employed for securing the sections in fixed position as shown by Fig. 2 for mailing purposes. I prefer to use a sealing strip 16 for securing the parts in fixed position.

There is a tendency for the binding strips of the sign when set up, as described above, to bend so that the upper and lower ends of the sign are more or less convex. This is objectionable because the edges of the sign are

not held taut and there is a tendency for the sign to roll from side to side on the convex bottom. I obviate this difficulty or objection by slightly concaving the ends of the sign so that when the center of the sign is put under tension when displayed on the support, instead of the ends being convexed, they are substantially straight or sufficiently so to hold the edges of the sign substantially taut and prevent rocking of the sign on its lower edge.

It is obvious that various changes and modifications may be made in the details of construction and design of the above specifically described embodiments of my invention without departing from the spirit thereof, such changes and modifications being restricted only by the scope of the following claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

1. The combination with a display sign having inwardly facing recesses at its ends, of a support comprising a mailing tube having a projection at its upper end adapted to be received in the upper recess; and a stretcher having one end connected with the lower end of said tube and its other end adapted to be received in the lower recess, said tube being formed of two parts adapted to be telescoped.

2. The combination with a display sign having opposed recesses at its ends, of a support comprising a mailing tube having a projection at its upper end adapted to be received in the upper recess; and a stretcher of resilient material having one end connected with the lower end of said tube and its other end adapted to be received in the lower recess, said tube being formed of two parts adapted to be telescoped one on the other.

3. The combination with a display sign having opposed recesses at its ends, of a support comprising a mailing tube having a projection at its upper end adapted to be received in the upper recess; a stretcher having one end connected with the lower end of said tube and its other end adapted to be received in the lower recess, said tube being formed of two parts adapted to be telescoped; and a stop on the inner section of the tube adapted to limit said telescoping movement when the parts are in supporting position.

4. The combination with a display sign having a recess at its upper end and a recess at its lower end, of a support comprising a mailing tube having a projection at its upper end adapted to be received in the upper recess; a stretcher having one end connected with the lower end of said tube and its other end adapted to be received in the lower pocket, said tube being formed of two parts adapted to be telescoped one on the other; and a stop on the inner section of the tube adapted to be received within the outer section and engaged with its end to limit said telescoping movement.

5. The combination with a display sign having recesses at its ends, of a support comprising a mailing tube having a plug fitted in its upper end having a projection extending therefrom adapted to be received in the upper recess; and a combined stretcher and foot member having one end connected with the lower end of said tube and its other end adapted to be received in the lower recess.

6. The combination with a display sign having opposed recesses at its ends, of a support comprising a mailing tube having a projection at its upper end adapted to be received in the upper recess; a plug fitted in the lower end of said tube having a hole in its side; and a stretcher having one end in said hole and its other end hooked to engage in the lower pocket.

7. The combination with a display sign having opposed recesses at its ends, of a support comprising a mailing tube having a plug fitted in its upper end having a projection extending therefrom adapted to be received in the upper recess; a plug fitted in the lower end of said tube having a hole in its side; and a stretcher having one end in said hole and its other end hooked to engage in the lower recess.

8. A display sign of flexible material having a binding strip at each end, each of said strips being curved longitudinally with its concave side directed away from the sign in the plane of its surface, and means engageable with said strips for tensioning the sign.

9. A display sign of flexible material having a binding strip at one end thereof, said strip being curved longitudinally with its concave side directed away from the sign in the plane of its surface, and means including a stretcher engageable with said strip for tensioning the sign.

10. A display sign of flexible material having a binding strip at each end, each of said strips being curved longitudinally with its concave side directed away from the sign in the plane of its surface; and a support for said sign engaging the central part of said binding strip and holding said sign under tension.

11. A display sign of flexible material having a binding strip at each end, each of said strips being curved longitudinally with its concave side directed away from the sign in the plane of its surface; and a support for said sign engaging the central parts of said strips and normally tending to hold the sign under tension.

In witness whereof I have hereunto set my hand.

HENRY E. SAUNDERS.