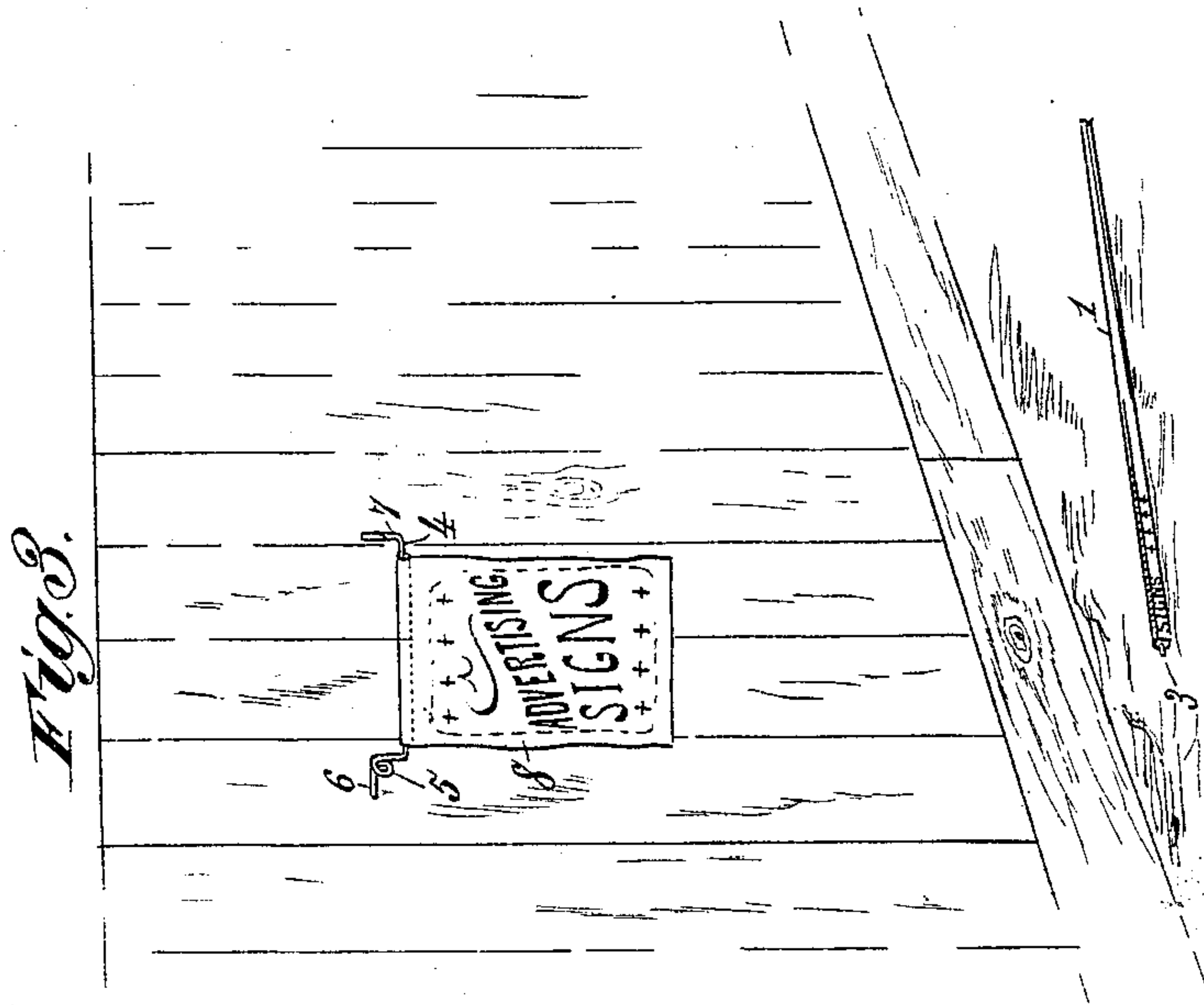
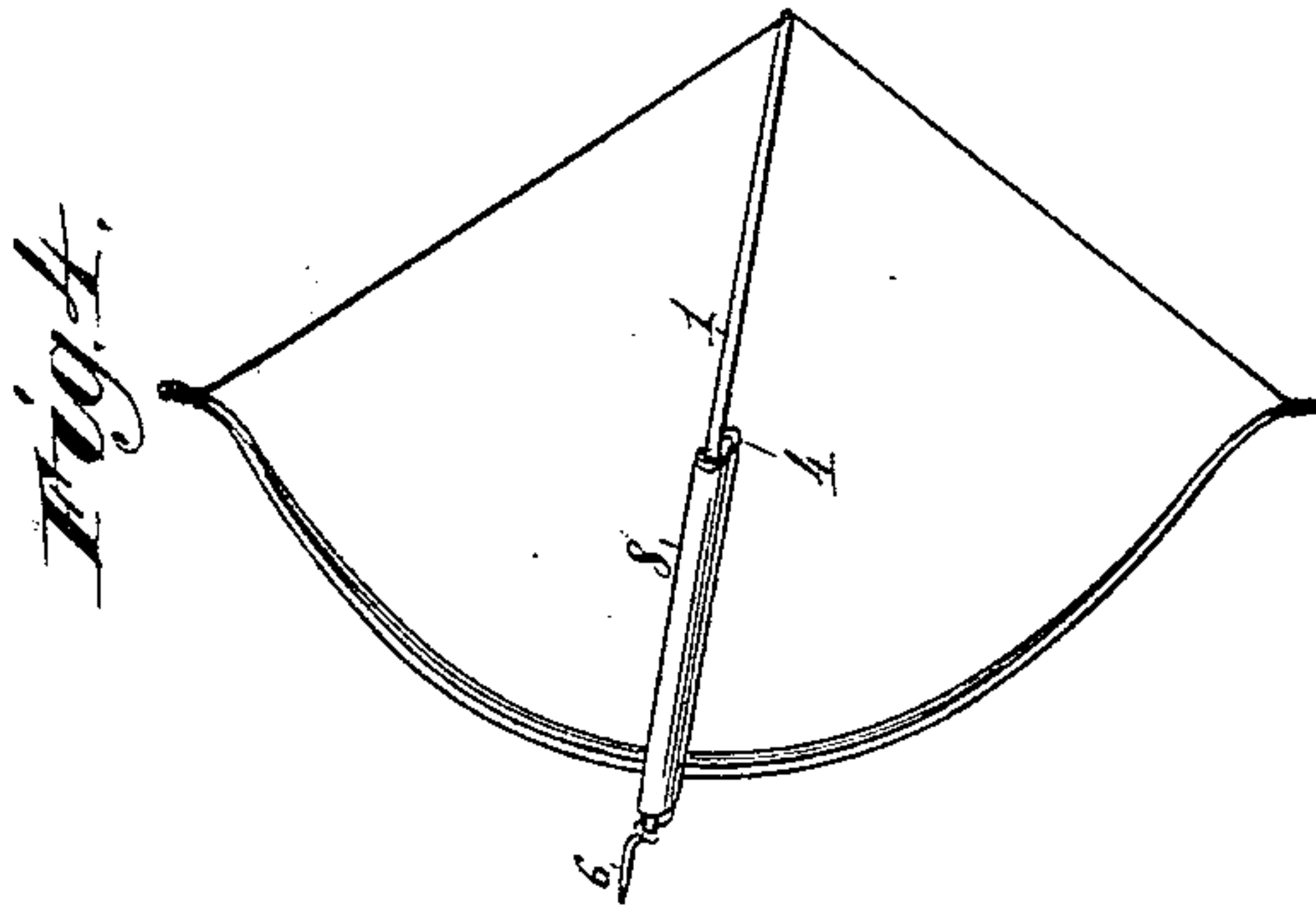
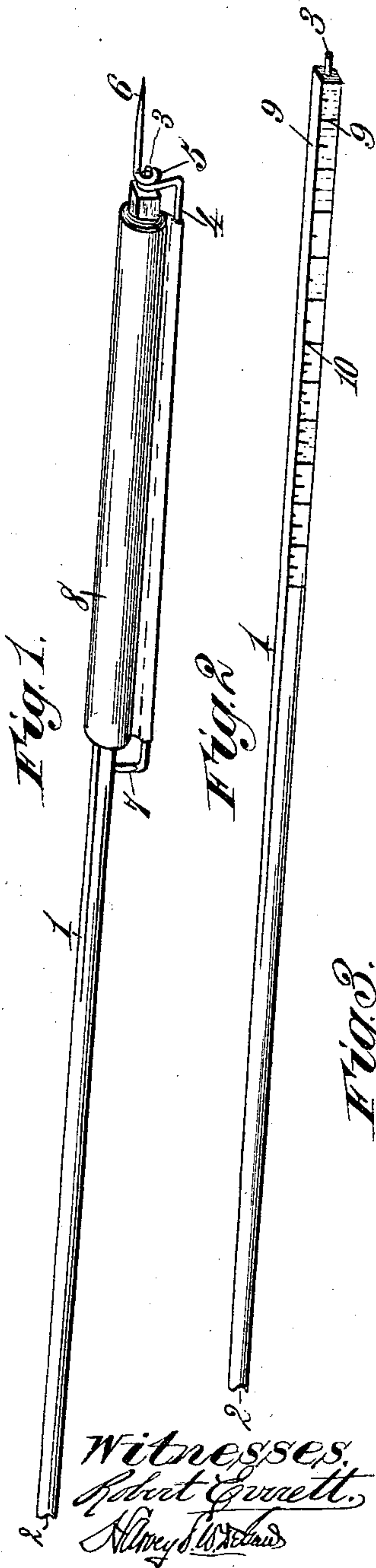


(No Model.)

A. LE R. TISE.  
ADVERTISING SIGN.

No. 538,714.

Patented May 7, 1895.



Witnesses:  
*Robert G. Gwaltt.*  
*Alfred W. Gwaltt.*

Inventor:  
*Alexander Le Roy Tise.*  
By *James L. Norris.*  
Atty.

# UNITED STATES PATENT OFFICE.

ALEXANDER LE ROY TISE, OF WINSTON, NORTH CAROLINA, ASSIGNOR OF TWO-THIRDS TO JOHN LEWIS BEARD AND JEFFREY S. GROGAN, OF SAME PLACE.

## ADVERTISING-SIGN.

SPECIFICATION forming part of Letters Patent No. 538,714, dated May 7, 1895.

Application filed September 22, 1894. Serial No. 523,816. (No model.)

*To all whom it may concern:*

Be it known that I, ALEXANDER LE ROY TISE, a citizen of the United States, residing at Winston, in the county of Forsyth and State of North Carolina, have invented new and useful Improvements in Advertising-Signs, of which the following is a specification.

My invention relates to advertising signs, and the purpose thereof is to provide means of a simple and inexpensive character, by which a sign containing any desired advertising matter may be reduced to the least possible bulk and combined with an arrow, or other similar projectile, which forms part of a detachable shaft, or carrier adapted to be shot, or thrown, by a bow, or by any means suitable for the purpose, and permanently attached to a building, tree or any other structure, or object, the shaft, or carrier of the arrow or other projectile being detached by the shock of impact and caused to unroll, or extend the sign by its fall, said sign remaining permanently attached to the projectile, and the latter being fixed in the structure, or object, at which it is directed.

It is my purpose, in short, to provide simple means by the use of which advertising signs may be permanently affixed at points which are either inaccessible, or only to be reached by using special, cumbersome, and expensive means for such purpose. It is one purpose of my invention, also, to enable advertising signs to be affixed to buildings, bridges, trees, posts, or other objects, without requiring the use of ladders, or other apparatus for reaching the desired points.

Finally, it is one purpose of my invention to provide a projectile consisting of a shaft, or carrier, and a barbed rod to which a sign is connected, the latter being of textile, or any other suitable fabric, and being united to the shaft, or carrier, in such manner that the latter, which is detached from the barbed rod by the shock of impact, shall unfurl, or unroll, the sign, said shaft, or carrier, which falls to the ground, being also capable of receiving advertising matter.

The invention consists in the novel features of construction and in the parts and combinations of parts hereinafter fully described

and then particularly pointed out in the claims which conclude this specification.

To enable others to clearly understand and practice my said invention, I will now proceed to describe the same in detail, reference being had for this purpose to the accompanying drawings, in which—

Figure 1 is a perspective view showing the complete device ready for use. Fig. 2 is a view of the shaft or carrier, the other parts being detached. Fig. 3 is a perspective view showing the pointed or barbed rod fixed in a structure or object, with the sign unfurled. Fig. 4 is a view showing one convenient form of device for projecting or shooting the carrier, or shaft with the barbed rod and sign attached.

The reference-numeral 1, in said drawings, indicates the shaft, or carrier, and consists of a rod of suitable length, formed of wood, or other suitable material, and having a notch 2 in one end, to enable it to be projected by any ordinary bow, as shown in Fig. 4. At its other extremity it is provided with a short, rigid pin, or stud, 3, which projects substantially in the axial line of the shaft.

The numeral 4 indicates the rod to which the sign is attached. It consists of a straight piece of wire, or other suitable material, of any required length, each end being bent substantially at right angles with the body-portion of the rod. At the forward end of the latter an eye 5 is formed in the angular part, preferably by bending the wire into a single coil, beyond which the end is again bent into parallelism with the body of the rod, said end being brought to a sharp point 6 and, if desired, the point may be barbed, or bearded, to enable it to have a firmer and more durable engagement with the object which it enters. At the rearward end of the rod, the angular part 7 is also so formed that it may enter the shaft, a light blow with a hammer, or other implement, being sufficient to accomplish this purpose.

The sign 8 consists of a sheet of paper, textile fabric, or any other material capable of serving the purpose. The advertising matter, of whatever character it may be, is placed upon said sign in any manner, and the sign is



attached to the rod between its bent extremities by simply carrying its edge over the rod, and fastening it by stitching, or in any way preferred. The parts are then combined with  
 5 the shaft, or carrier by winding or rolling the sign upon the forward portion of said shaft until the rod 4 is brought as close to the same as the thickness of the rolled fabric will permit. The pin, or stud 3, is then inserted in  
 10 the eye 5, and the angular portion 7 is driven into the shaft far enough to retain the engagement of the eye 5 and stud 3, as shown in Fig. 1. The device is then ready for use.

It is evident that the shaft, or carrier, might  
 15 be projected by different means and I do not confine my invention to the use of any particular form of implement for this purpose. For the sake of economy, simplicity and ease of operation, I prefer to use a bow, such as is  
 20 ordinarily used in archery, as shown in Fig. 4. By placing the notched end of the shaft 1 on the string, it may be shot in such manner that the point of the rod 4 will enter a structure, or object, at any point desired and remain fixed  
 25 permanently therein. The shock of its impact causes the bent end 7 of the rod to become detached, whereby the stud 3 will withdraw from the eye 5 and the shaft, falling by gravity unrolls the sign and leaves it hanging  
 30 from the rod. The shaft 1 may also contain advertising matter, and for this purpose it may be made with any required number of flat faces 9, as shown in Fig. 2, upon which the advertising matter may be placed. These  
 35 flat faces may be formed upon that portion covered by the sign, when the latter is rolled on the shaft, or they may be extended to any required length. As the shaft falls to the ground, it is almost certain to be picked up  
 40 and in order to lead the finder to preserve it, a measure 10 may be placed upon one of its flat faces. The placing of advertisements upon the shaft forms, however, no necessary part of my invention, though I may employ it.

45 What I claim is—

1. An advertising sign consisting of a pointed or barbed rod having a sign attached thereto, and a shaft, or carrier with which said rod  
 50 is detachably connected, substantially as described.

2. An advertising sign consisting of a pointed or barbed rod a sign attached thereto, and a shaft or carrier on which said sign is wound and to which the rod is detachably connected, substantially as described.

55

3. An advertising sign consisting of a rod having one end provided with an eye and a pointed extremity and the other end bent and sharpened, a sign attached to said rod between its ends, and a shaft, or carrier, hav-  
 60 ing a stud on its end to engage the eye in the rod, the other end of the latter being driven into the shaft, substantially as described.

4. An advertising sign consisting of a rod having its end bent at right angles to the  
 65 body-portion, one of said angular ends being provided with an eye and a pointed extremity which is parallel with the body of the rod, a sign attached to said rod, and a shaft having a point, or stud, projecting from its end and  
 70 adapted to engage the eye in the rod, the other bent end of the latter being forced into the shaft, on which the sign is wound, or rolled, substantially as described.

5. An advertising sign consisting of a shaft  
 75 on which the sign is wound or rolled and a rod attached to the end of the sign and having its extremities detachably connected to the shaft, one of said extremities having a point, or barb, the end of the shaft being  
 80 notched to engage the string of a bow, substantially as described.

6. An advertising sign consisting of a shaft having flat faces containing advertising matter, a sign wound or rolled on said shaft, and  
 85 a rod to which one edge of said sign is connected, the rear end of the rod being bent and slightly driven into the shaft and its other end being provided with an eye engaging a point or stud on the end of the shaft, and a  
 90 sharp point or barb beyond said eye and parallel with the shaft, substantially as described.

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

ALEXANDER LE ROY TISE. [L. S.]

Witnesses:

P. T. LEHMAN,  
 A. L. STIPE.