

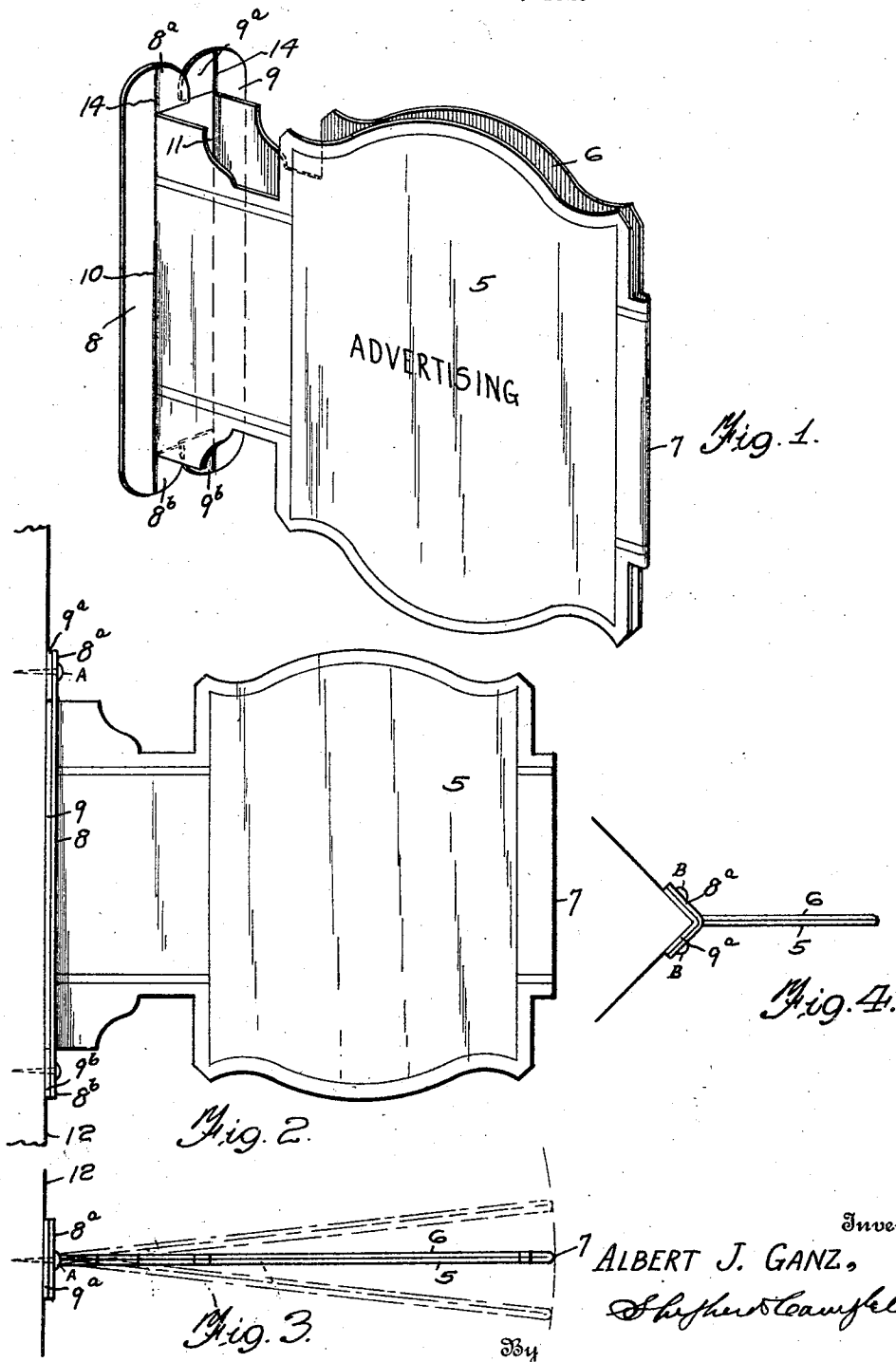
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This invention relates to signs and more particularly, a sign adapted to be used, primarily, for advertising purposes, and to be very economically constructed from a single sheet of heavy paper or cardboard.

The sign of the invention is intended to stand perpendicularly with respect to the wall, post or other support to which it is secured.

In the accompanying drawing:

Fig. 1 is a perspective view of the two webs of the sign slightly separated,

Fig. 2 is a side view illustrating the sign as applied to a wall,

Fig. 3 is a plan view of the sign applied to a flat wall, and

Fig. 4 is a fragmentary plan view showing the sign applied to a corner of a post or other support.

Like numerals designate corresponding parts throughout the several figures of the drawing.

The sign of the present invention is cut from a single sheet of cardboard to form the webs 5 and 6, constituting the body portion of the sign. These webs may be of any desired shape and may be made to represent bottles, cans, boxes or any other article that it is desired to advertise. The webs 5 and 6 are connected at their outer ends, by a strip 7, said strip adapting the webs to be folded together face to face. The rear ends of the webs 5 and 6 carry out-turned flanges 8 and 9, the cardboard being scored at the juncture of said flanges with the webs 5 and 6, as indicated at 10, to permit of these flanges being bent to a position where they will lie substantially at right angles to the webs 5 and 6. The flanges 8 and 9 carry lateral extensions 8^a, 8^b and 9^a, 9^b, at their upper and lower ends, the lateral extensions overlapping the companion flange, that is, the extensions 8^a, 8^b of flange 8 overlap flange 9 and the extensions 9^a, 9^b of flange 9, overlap flange 8.

In erecting the sign, these flanges are brought to the relation recited and then a tack, A, or other securing element, of like nature, is driven through these overlapping portions and into a wall or like support, indicated at 12. This arrangement provides a structure of considerable strength and one which will hold the main body of the sign, constituted by the webs 5 and 6, substantially, perpendicular with respect to the wall or other

support to which it is secured. The scoring at 10, up to a certain extent, permits the main body of the sign to have limited swinging movement with respect to the supporting flanges. Thus, if a plurality of these signs be erected about the walls of a store, any draft or movement of the air in the store, occasioned by the opening or closing of doors, the operation of electric fans, will impart a slight back and forth movement to the signs. This movement of the signs aids in attracting attention to them and, consequently, increases their advertising value. The cardboard is, additionally, vertically scored at 14, at the juncture of the lateral extension of the flanges with the main bodies of said flanges, this vertical scoring adapting the flanges to be bent about the corner of a post, as indicated in Fig. 4. In this case, securing tacks, B, may be driven into each of the faces of the post, with which the flanges are engaged.

It is to be understood that the invention is not limited to the precise construction set forth but that it includes within its purview whatever changes fairly come within either the terms or the spirit of the appended claims.

Having described my invention, what I claim is:

1. A device of the character described formed of a single sheet of pasteboard, bent upon itself at its outer ends to constitute two web-like body portions which lie face to face, out-turned flanges at the rear ends of each of the body portions, and lateral extensions upon each of said flanges, which extensions overlap the companion flange, said out-turned portions being connected to the body portions by scored portions.

2. A structure as recited in claim 1 wherein said lateral extensions are separated from the flanges by which they are carried by vertically scored portions.

3. A device of the character described made of a single sheet of cardboard, bent upon itself at its outer ends to constitute two web-like body portions, which lie together face to face, out-turned flanges at the rear ends of said body portions, each of said flanges being provided with lateral extensions above and below the body portions, which lateral extensions overlap the adjacent flanges.

4. A device of the character described formed of a single sheet of pasteboard,

constituting two web-like body portions which lie face to face, out-turned flanges at the rear ends of each of the body portions and connected thereto by the scored portions, and lateral extensions upon each of said flanges, which extensions overlap the companion flange.

5. A structure as recited in claim 4 wherein said lateral extensions are separated from the flanges by which they are carried by vertically scored portions. 10

In testimony whereof I affix my signature.

ALBERT J. GANZ.