Oct. 5, 1954 O. W. PHILLIPS 2,690,624

SIGN

Filed Sept. 15, 1949

Fig. 1

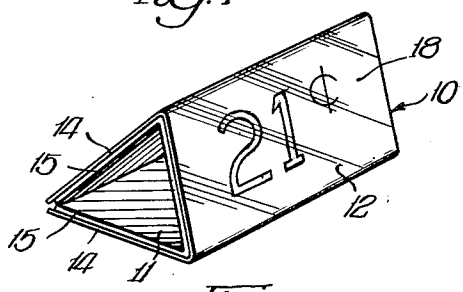


Fig. 2

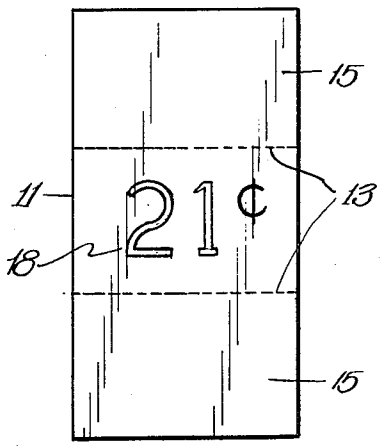


Fig. 3

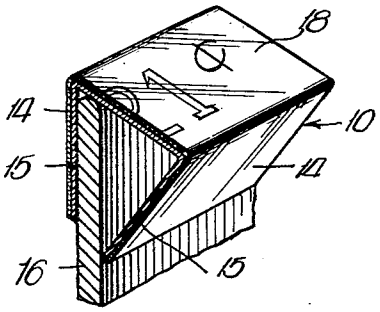


Fig. 4

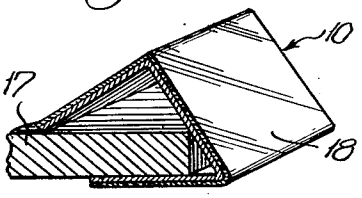


Fig. 5

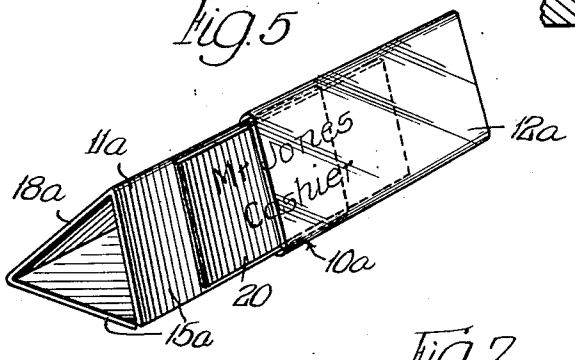


Fig. 6

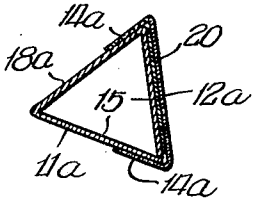


Fig. 7

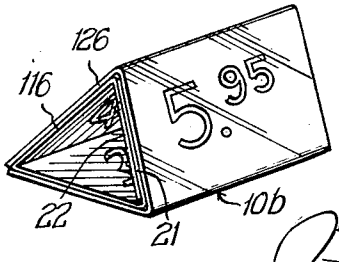
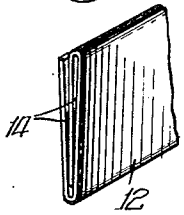


Fig. 8



INVENTOR.
Ollie W. Phillips,
BY
Graham D. Harbaugh
Atty.

Patented Oct. 5, 1954 2,690,624

UNITED STATES PATENT OFFICE

2,690,624

SIGN

Ollie W. Phillips, Chicago, Ill.

Application September 15, 1949, Serial No. 115,861

1 Claim. (Cl. 40—11)

1

This invention relates generally to signs, and more particularly to an improved three-dimensional sign which is especially suited for use as a price tag.

Although it is particularly useful as a price tag, the article of this invention, when made in larger sizes, may also be used as a name plate of the type used on office desks or any other type of sign, depending on the indicia applied.

One object of this invention is to provide an attractive, durable, and inexpensive price tag, sign or name plate which may be employed in a variety of different ways to display indicia at the optimum viewing angle.

Another object is to provide a sign which is constructed so that it may be readily attached to shelves or bin divider members without the need for fasteners.

A further object is to provide an article in which the indicia are protected by a transparent covering of plastic or the like and in which the indicia may be readily changed as desired to indicate other prices, names, etc.

Another object is to provide an article whose components may be packed compactly for storage or shipment, being essentially flat, and yet be readily assembled into a three-dimensional sign.

Other and additional objects and advantages of this invention will, of course, present themselves to those familiar with the art on reading the following specification and claim in conjunction with the drawing, in which:

Fig. 1 is a perspective view of a preferred embodiment of price tag constructed according to this invention;

Fig. 2 is a plan view of the inner sheet or core element shown before assembly;

Fig. 3 is a perspective view, partially in section, showing the manner in which the price tag may be supported on a vertical member such as a partition dividing bins;

Fig. 4 is a perspective view, partially in section, showing the price tag supported on a horizontal member such as a shelf;

Fig. 5 is a perspective view of a modified embodiment showing the method of assembly;

Fig. 6 is a vertical section of the embodiment shown in Fig. 5;

Fig. 7 is a perspective view of another modified embodiment; and

Fig. 8 is a perspective view showing the transparent plastic sheath element or covering of the preferred embodiment prior to assembly.

A fundamental concept of this invention is to construct the sign of a piece of relatively heavy sheet material scored for folding into equilateral panels, and a second piece of transparent plastic which is pre-bent with its sides in overlapping relationship. The scored piece is folded to have a triangular cross section and the transparent sheet is slipped thereon to hold the scored sheet securely in its folded form, the finished article having the shape of a triangular prism, and the indicia being on one of the sides.

2

The preferred form of price tag 10 shown in Figs. 1 to 4 is formed of a sheet of heavy cardboard or bristol board 11 and a sheet of transparent plastic material 12. The cardboard sheet 11 is scored along parallel lines 13, as shown in Fig. 2, and has the price indicia imprinted directly thereon in the space between the score lines 13. The covering sheet 12 of transparent plastic is formed by heating a strip along parallel lengthwise lines and folding the edges 14 inwardly to the position shown in Fig. 8. When the plastic cools, its resiliency returns and it remains in the folded position. Segments equal in length to the width of the sheet 11 are then cut from the folded plastic strip to form the outer sheets 12.

To assemble the sign, the cardboard sheet 11 is folded along the score lines 13 to have a prism shape. The edges 14 of the transparent sheet 12 are then separated and it is slipped over the inner sheet 11. The price tag 10 is now complete and appears as shown in Fig. 1.

Since the inner sheet 11 was originally flat, its two side portions 15 tend to spring outwardly when it is folded. The edges 14 of the transparent sheet 12, however, tend to spring inwardly. Because of this, a very rigid construction results in which the two layers press tightly together and are in contact over their entire surfaces, the paper being fully enclosed in plastic so that it is protected against dirt and wear.

The thicknesses of the two sheets are such that the inward force exerted by the transparent sheet 12 exceeds the outward force of the inner sheet 11 so that the marginal edges are pressed tightly together forming a neat juncture. Because of this greater inward force, the price tag 10 may be readily mounted either on a vertical element 16 or on a horizontal shelf 17, as shown in Figs. 3 and 4, respectively, simply by spreading the sides 15 and slipping them over the element 16 or 17. As shown in the drawing, the indicia bearing surface 18 is supported at a convenient viewing angle regardless of whether the supporting element 16 or 17 is vertical or hori-

zontal. This angle may be adjusted to any one of three different positions by simply pushing the tag 10 to the desired position, for the sign 10 will remain stationary with either edge adjacent to the side of the supporting element or with the middle portion 18 perpendicular to the element.

It will be appreciated that the same transparent element 12 may be used with different inner sheets 11 to change the price or indicia or that the inner sheets may each have a different price printed on the reverse side from that on the front, being merely folded in the opposite direction to exhibit a different price. Furthermore, the side portions 15 may be imprinted with indicia to form a two- or three-sided sign. By utilizing all of the spaces available on a single sheet 11, it is possible to display any one of six different prices, depending on how the sheet is folded and which side is forward.

The modified embodiment 10*a* shown in Figs. 5 and 6 demonstrates a slightly different form of the invention in which the indicia is printed on a removable insert 20 which is slipped in place between the inner sheet 11*a* and the transparent sheet 12*a*. Although a name plate is illustrated, the same principle may be applied to price tags and is particularly useful where frequent price changes are expected. When desired, the price tag inserts may be made in several sections so that the numerals are separate one from another, thus increasing the number of price combinations which may be made up from a limited set of insert pieces.

The modified form 10*a* is also different in that it is assembled with the juncture line between the edge portions 15*a* at the forward lower corner instead of at the rear. This arrangement gives more rigidity, but the device cannot be used as a clip to attach it to a supporting element as can the preferred embodiment 10.

A further difference in the modified embodiment 10*a* is that the transparent sheet 12*a* is narrower. As shown in Fig. 6, the edge portions 14*a* project only slightly around the corners of the inner sheet 11*a* rather than covering all of the rear and bottom surfaces.

In Fig. 7 another embodiment 10*b* is illustrated which is intended primarily for use as a price tag. The only difference between this embodiment and the preferred form is that the inner sheet 11*b* is longer and is scored at three lines instead of twice. Thus the inner sheet 11*b* is folded with two side portions 21 and 22 overlapping each other. This arrangement gives extra strength. It will be appreciated that the indicia could be imprinted on a removable insert in this form in the same manner as in the embodiment 10*a*, if desired, or that the transparent sheet need not completely cover the sides 15*b*.

However, a particular advantage results when the inner sheet 11*b* is printed directly with price indicia, each side of the sheet having two price indicia of each of two different prices printed

thereon on the four portions formed by the score lines. On each side, two of the price indicia are inverted with respect to the other two. When this is done it is possible to fold the inner sheet in various manners to exhibit four different prices with both of the upstanding sides simultaneously showing the same price.

From the foregoing description it will be seen that a novel and improved sign or price tag has been provided which may be used in a great many different ways for different purposes. The signs are simply and inexpensively made and may be used for long periods of time without becoming soiled or wearing out. Furthermore, they are versatile in that the price or indicia may be readily changed as often as desired.

Other materials than paper may be used for the inner sheet 11 if a more permanent or heavier sign is desired. For example, the inner sheet 11*a* of the modified form may be mode of sheet metal permanently bent, and a relatively heavy name plate results. Similarly, a solid triangular piece of wood or plastic may be used instead of the inner sheet.

A very interesting visual effect is obtained by making the inner sheet 11 of any of the embodiments also of transparent material and then inscribing indicia thereon, for the letters or numerals appear to stand out unsupported in space when casually viewed.

Various other changes or modifications, such as will present themselves to those familiar with the art, may be made without departing from the spirit of this invention whose scope is commensurate with the following claim.

What is claimed is:

In a collapsible display sign or similar article, a core element comprised of a single sheet of foldable material scored with longitudinal fold lines into equilateral panel sections so that it may be erected into an equilateral triangular prism, and a sheath element also comprised of a single sheet but made of transparent resilient material with equilateral panel sections adapted to embrace those of said core element when erected into said prism, the panel sections of said sheath element being normally disposed in overlapping relatively flat condition so as to exert an embracing tension upon said core element prism when jacketed thereover, and said core element being radially displaceable within said sheath element so that different panels thereof may be brought into registration with those of said sheath element.

References Cited in the file of this patent

UNITED STATES PATENTS

Number	Name	Date
1,308,471	Barker	July 1, 1919
1,577,493	Rand	Mar. 23, 1926
1,625,154	Rand	Apr. 19, 1927
1,781,070	Mitchell	Nov. 11, 1930
2,013,377	Debs	Sept. 3, 1935
2,159,472	Bjorkquist	May 23, 1939