Nov. 10, 1931. C. B. PHILIBERT 1,830,960

SELECTIVE DISPLAY

Filed March 19, 1930

Fig. 1.

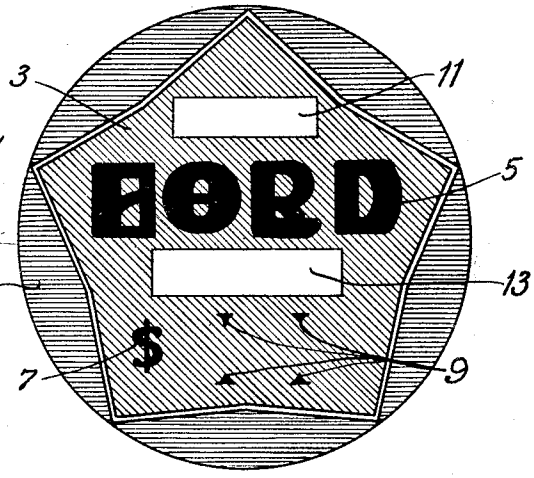


Fig. 2.

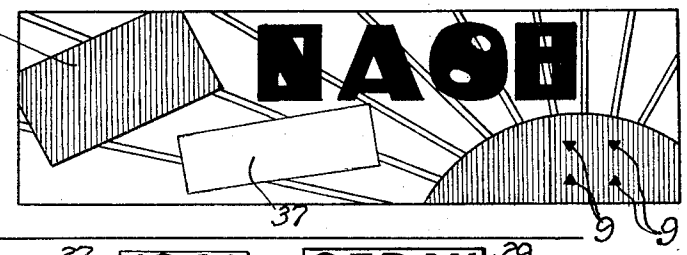


Fig. 3.

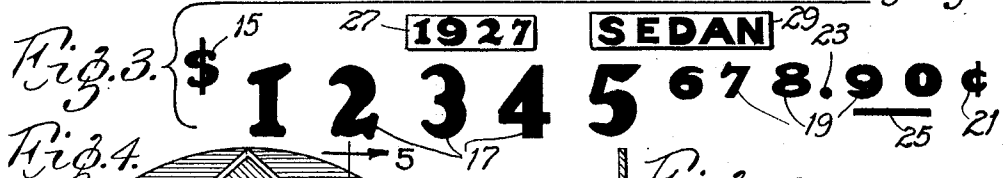


Fig. 4.

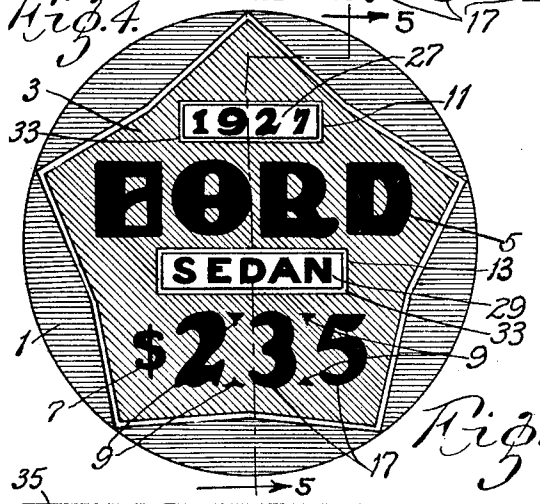


Fig. 5.

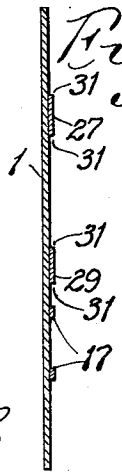


Fig. 6.

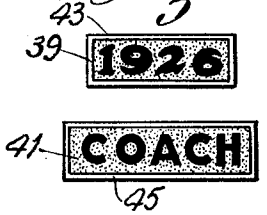


Fig. 7.



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UNITED STATES PATENT OFFICE

CHARLES B. PHILIBERT, OF ST. LOUIS, MISSOURI

SELECTIVE DISPLAY

Application filed March 19, 1930. Serial No. 437,000.

This invention relates to displays, and with regard to certain more specific features, to selective displays for card, or window, or poster, or billboard advertising and the like.

Among the several objects of the invention may be noted the provision of a combination price and descriptive poster or component part of a window display or billboard in which a certain number of different unit backgrounds are made as a predetermined set of pieces with which are adapted to cooperate selectively another set of price and/or descriptive pieces, these being arranged to provide a maximum of selectivity with a minimum number of parts which need be stocked by a manufacturer thereof; the provision of a device of the class described which comprises a composite unit when assembled, but which appears optically to be a one-piece unit, having a resultant minimization of disfigurement; the povision of a device of the class described which may comprise a whole per se or comprise a part of an assembled display; and the provision of a device of the class described which is exceedingly simple to make and use, avoiding confusion, but the effects of which are multifarious and which is economical and practicable, both from a manufacturing and a stock keeping standpoint. Other objects will be in part obvious and in part pointed out hereinafter.

The invention accordingly comprises the elements and combinations of elements, features of construction, and arrangements of parts which will be exemplified in the structure hereinafter described, and the scope of the application of which will be indicated in the following claim.

In the accompanying drawings, in which are illustrated several of various possible embodiments of the invention,

Fig. 1 is a plan view of a unit background;

Fig. 2 is a plan view of another unit background showing a modified design;

Fig. 3 is a plan view showing a series of selective price and/or descriptive pieces;

Fig. 4 is a plan view showing selected members of the pieces shown in Fig. 3 as applied to the unit background of Fig. 1;

Fig. 5 is a cross section taken on line 5—5 of Fig. 4;

Fig. 6 shows a pair of modified descriptive pieces; and,

Fig. 7 is a plan view of the unit background of Fig. 2 having applied thereto the descriptive pieces of Fig. 6 and certain of the price pieces of Fig. 3.

Similar reference characters indicate corresponding parts throughout the several views of the drawings.

Referring now more particularly to Fig. 1, there is illustrated at numeral 1 a background blank cut from suitable material, such as paper or cloth, upon which is printed, lithographed or otherwise applied a background color scheme, which in the embodiment shown in Fig. 1 comprises a suitable shape 3 with a printed word 5 which indicates the name of thing which is for sale. A dollar sign 7 in one form is also printed in juxtaposition to a set of indicia 9. The purpose of the indicia 9 is to accurately align and set the price setting numbers which will be referred to hereinafter.

For selectively receiving descriptive pieces, there are provided uncolored panels 11 and 13. These panels 11, 13 being uncovered by color, present the same white surface to the eye that the cross section of the material comprising the display presents. This fact has a bearing on the novel effect which the invention produces.

In Fig. 3 are shown exemplary prices and/or descriptive pieces comprising a dollar mark 15 which, incidentally, is not used with the modification of Fig. 1, because the dollar mark is printed on the modification there shown. It is, however, used in connection with the form shown, and which will be described, in connection with Fig. 2.

In Fig. 3 there is also shown a series of large numbers 17, comprising the ordinals 1 to 5 which, it is to be understood, are exemplary of all of the ten ordinals to be made in this size. The larger ordinals are preferably to be used in connection with the dollar sign, although this is not absolutely necessary.

Numeral 19 refers to ordinals 6 to 0 which

are representative of all of the ten ordinals in a smaller size, to be used preferably in connection with a cent sign 21, although it is to be understood that these small ordinals may be used in other connections. A decimal or period 23, as well as a vinculum 25, are also provided for properly setting off the ordinals to represent dollar and cents, if this be desirable.

With the indicia above described, are supplied descriptive pieces 27, 29 the former being representative of a series of, say six pieces provided for indicating the year that the product (in the present example a motor car) was manufactured. The piece 29 is exemplary of a series describing types or models of the automobile. It is preferable that a dealer (or the like) be supplied with year numbers covering a range of about six years and with say ten descriptive pieces 29 such as "Sedan", "Coach", and the like.

The pieces represented by Fig. 3 are not outlined but comprise blanks stamped from paper which has been provided with suitable colored surfaces. In the cases of the pieces 27, 29 the letters and numerals are then printed in place.

Glue or paste or the like is affixed to the back of the pieces of Fig. 3, preferably at the time of manufacture, so that by merely moistening these pieces they may be affixed to the device of Fig. 1.

In Fig. 4 is shown a method of affixing a chosen set of price and/or descriptive pieces; for instance, the year piece "1927" has been set into the panel 11 and the "Sedan" piece has been set into the panel 13. It will be noted that the colorless panels 11, 13 are slightly larger than the pieces 27, 29 respectively. It will be appreciated that when paper or cloth or the like such as comprises pieces 27, 29 is cut, that a cross section 31 (Fig. 5) is left which presents a white line to the eye in contrast to the color on the surfaces of said pieces 27, 29. By leaving the margin 33 around the pieces 27, 29, this disagreeable thin white line, which is often ragged, is not apparent. There is only presented the pleasing border 33. In Fig. 4 is also shown the application of a chosen set of the ordinals 17. The use that is made of the indicia 9 is now apparent. They serve, both as alignment devices and as ornaments in pleasingly filling the optically dead spaces between ordinals of a numeral.

It will be understood that the small number of price and/or descriptive pieces shown and described in connection with Fig. 3, are representative of all that a dealer needs to carry. For instance, he carries in one set four price pieces 15, 21, 23 and 25; ten large ordinals 17; ten small ordinals 19; about six year pieces 27 and about ten model pieces 29. This makes a total of only approximately 40 price and/or descriptive pieces in a set. Only as many background pieces need to be carried as there are a number of designs and/or automobiles desirable to carry stock for. For instance, in Fig. 2 there is shown another background piece for another automobile. This background piece has a different arrangement of color.

From the above it will be clear that the manufacturer and/or dealer in this display carries a minimum number of items which provides a large number of combinations which may be effected. As an example, if stock be carried to advertise 60 cars of six different yearly makes and 10 models, then 3600 combinations can be effected without taking into account 999 ordinal changes. If the present system were not used the number of pieces required for this number of combinations would be prohibitively great.

Fig. 6 shows a modified form of the border around the year and model pieces in which said border is connected to the pieces themselves, instead of two background pieces. In Fig. 2 the colored patches 35, 37 for placement of the descriptive pieces 39, 41 respectively are large and the white borders 43, 45 respectively are part of the pieces shown in Fig. 6. Hence when said pieces 39, 41 are applied, as shown in Fig. 7, then the white cross sections of the paper are lost sight of by the eye in being impressed by said white borders, as in the case of Fig. 4. It will be understood that if the color of the cross section of the paper or the like is otherwise than white, that the borders may be made such color.

Figs. 2 and 7 show another feature, namely, that the indicia 9 may be used to space two-ordinal figures by placing the ordinals directly thereover. The decorative effect of the indicia is thus lost, but said effect is not so much required where the two-ordinal price is used. This will be clear by examination of Figs. 4 and 7. In the Fig. 2 form there is not printed the dollar sign. Thus it will be seen that the simplified group of four indicia 9 serve to indicate spacing for both two, three and four numeral prices, this being done by providing at the same time ornamental features when it is necessary for the indicia to show. In this case the dollar sign 15 supplied with the elements of Fig. 3 is pasted on the color space provided for prices.

Another feature of this invention is that with a relatively small assortment of pieces, a dealer may make up many items such as shown in Figs. 4 and 7 and use them as component parts in a design on a large window or a large bill board. Thus, at small outlay, otherwise uninteresting data may be given to the customer, with a maximum display effect. Heretofore, because of the expense in making sign changes, dealers have quoted

automobile models and prices in mere unattractive lists. This invention provides for an attractive and attention commending listing at reasonable cost.

It is to be understood that this invention applies to other than automobile dealers. It comprises a system of design for ornamental, colored, display signs to be used for the promotion of the sale of merchandise or service on merchandise generally. For each class of business which is intended to be served there will be a set of signs, each bearing the name of principal things for sale, such as lard, beans, eggs, potatoes and the like. In a given set the general dimensions, contour and colors will be the same. At a fixed place in each will be printed as the most prominent part of display the name of a commodity. But to provide for various differences and qualifications which exist in this commodity, which particular merchants have to offer, two or more blank panels are made in the design to accommodate a variety of labels which go with the signs. These labels or pieces are furnished with a number of the most probable qualifications which the user is apt to use, such as, when the sign is Eggs, "Fresh country", "Strictly fresh", "Candled", "Just received", et cetera. Throughout there will be a fixed relation between all background pieces. In short the invention comprises a practicable plan for preventing the typing up of dead stock in signs.

In view of the above, it will be seen that the several objects of the invention are achieved and other advantageous results attained.

As many changes could be made in carrying out the above constructions without departing from the scope of the invention, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

I claim:

Display means comprising a fixed set of background blanks, a set of descriptive pieces, individual panels on said blanks having a color the same as the cross section of said pieces and having a larger area than said pieces, the background blanks outside of said panels and the faces of said pieces being different in color from the face of said panels and the cross section of said pieces, and means for selectively attaching said pieces to the backgrounds at said panels.

In testimony whereof, I have signed my name to this specification this 17th day of March, 1930.

CHARLES B. PHILIBERT.