

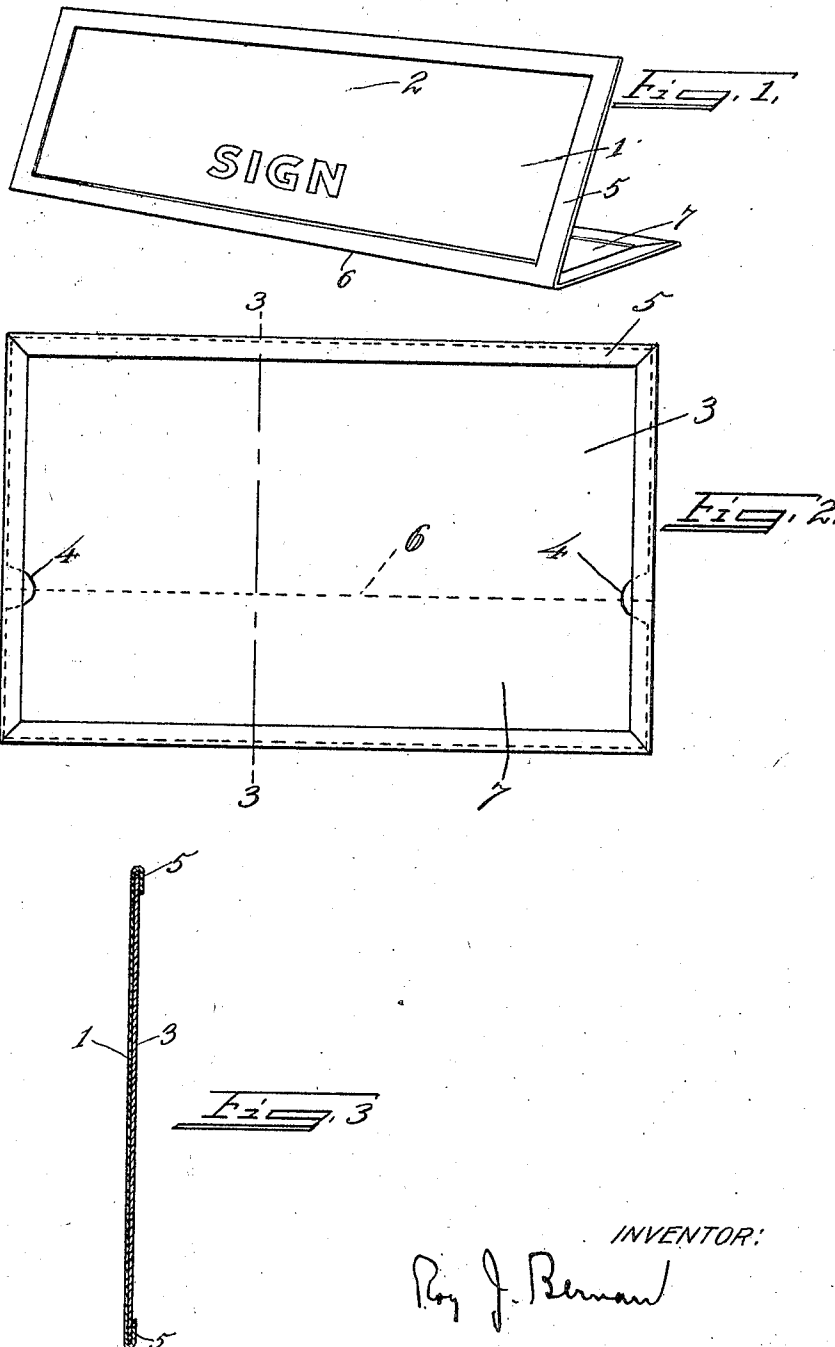
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R. J. BERNARD

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SIGN

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INVENTOR:

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ATTORNEYS.

UNITED STATES PATENT OFFICE.

ROY J. BERNARD, OF NORWOOD, OHIO, ASSIGNOR, BY MESNE ASSIGNMENTS, TO THE
KEMPER-THOMAS COMPANY, OF NORWOOD, OHIO, A CORPORATION OF OHIO.

SIGN.

Application filed September 17, 1921. Serial No. 501,436.

To all whom it may concern:

Be it known that I, ROY J. BERNARD, a citizen of the United States, and a resident of Norwood, in the county of Hamilton and State of Ohio, have invented certain new and useful Improvements in Signs, of which the following is a full, clear, and exact description, reference being had to the accompanying drawings, forming part of this specification.

My invention relates to signs for use on counters or shelves, particularly for advertising, and as a substitute for easel signs as used in the past.

In making a sign to stand upright or substantially so, the general practice in the past has been to provide an easel, formed of feet and ribs or stays, which was attached to or against which rested the advertising card or other sign. These easels and easel signs have not been secure unless in very expensive constructions from the advertising point of view. They have not been possible to ship in a nested bundle, due to the ribs and stays, and they have been comparatively costly as compared to the value to be derived from the non-advertising portion of the sign itself.

It is the object of my invention, as has been stated, to provide a substitute for such signs. Among other things, I provide a sign having a wide substantial base, the entire device being of thin sheet metal, that can be printed upon directly. I also provide for a construction as strong as possible with due regard to cost and neatness of appearance.

I accomplish the above, and other advantages to be noted, by that certain construction and arrangement of parts to be hereinafter more specifically pointed out and claimed.

In the drawings,

Figure 1 is a perspective view of one of the signs.

Figure 2 is a rear plan view of the device made up and printed but not yet bent.

Figure 3 is a section taken across the device as shown on the line 3—3 of Figure 2.

In making up the sign I take a piece of thin sheet metal 1 and print on the one side of its face, as at 2, the desired notice, advertising matter, or what not.

I, preferably, then mount behind the sheet metal a backing of card-board 3, which is

cut away in notches 4 adjacent what will be the line of fold. I then bend over the edges of the sheet metal all around the sign, as at 5, clamping the card-board in place and forming a double thickness metallic support around the sign.

I then fold the sign along the line 6, which is below the printed portion, and fold under the non-printed portion 7 to serve as a base. This leaves the printed portion in a position slightly rearwardly of the vertical, and the sign will stand up of itself.

The wide unitary base gives a full support for the sign, and it can be nested and shipped in set-up condition or flat, if desired.

The card-board back, while essential for appearance, gives added strength to the structure and permits of the use of thinner metal, thereby facilitating printing.

The nature of the metal, when suitable for printing, is such that when it is bent, as at the line of fold mentioned, it will stay bent and not spring back. The inexpensiveness of construction, as compared to the present easel signs, is remarkable, and the general appearance of the signs is much superior. As stated, the signs will be used preferably for counter advertising, short notices, or warnings, and the like, and will present the sign at an angle slightly more than the vertical from the observer. I make no limitations, however, as to size, except within the natural range of the kind of metal that may be employed.

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

1. A device of the character described, comprising a bendable sheet of thin metal directly printed with a desired sign or the like on the upper portion only thereof, and having the lower portion thereof bent under it at less than a right angle to form a unitary support to hold the printed portion slantingly upright.

2. A device of the character described, comprising a bendable sheet of thin metal directly printed with a desired sign or the like on the upper portion only thereof, with the edges of said entire sheet turned back upon it to form a double thickness support around the sign, and with the lower portion of the sign adjoining the printed por-

tion bent under at an angle less than a right angle to form a flat, unitary base to sustain the printed portion slantingly upright.

3. A device of the character described, comprising a bendable sheet of thin metal directly printed with a desired sign or the like on the upper portion only thereof, a sheet of bendable fibre material set on the metal sheet as a backing, with the edges of

the metal sheet bent over and clamped down on the fibre sheet, the lower portion of the device that is unprinted being bent under at less than a right angle to form a flat, unitary base to sustain the printed portion slantingly upright and with the fibre sheet notched at the line of fold to facilitate bending.

ROY J. BERNARD.