

Dec. 31, 1935.

N. J. LEIGH
DISPLAY DEVICE
Filed April 16, 1935

2,025,818

Fig. 1

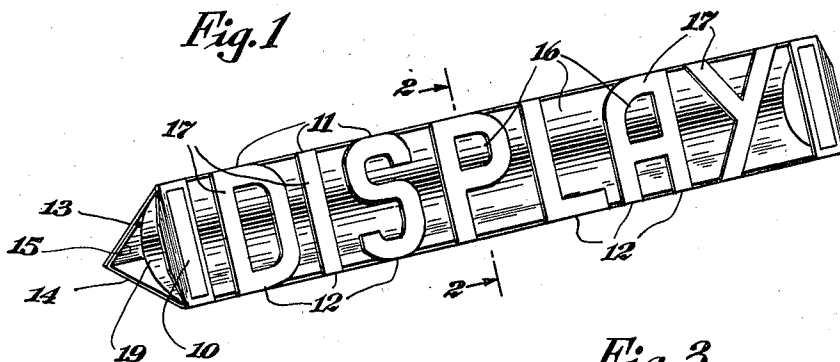


Fig. 3

Fig. 2

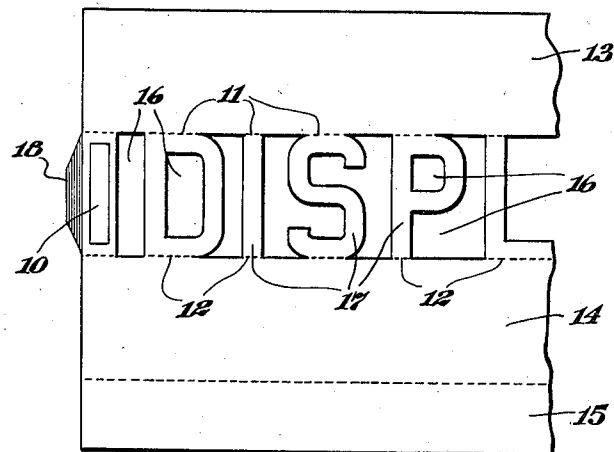
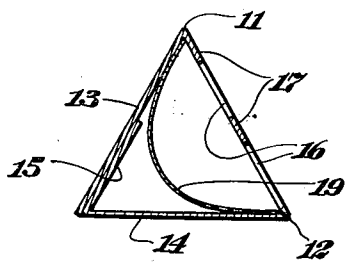


Fig. 4

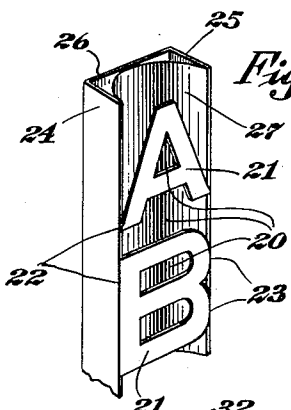


Fig. 5

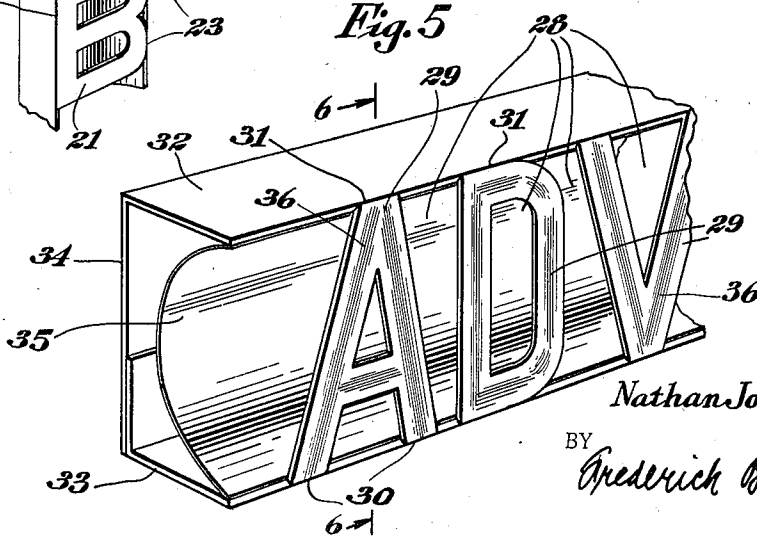
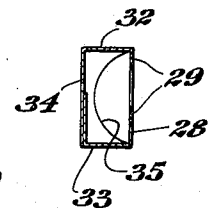


Fig. 6



INVENTOR.
Nathan Joseph Leigh,
BY
Frederick Breitenfeld
ATTORNEY.

UNITED STATES PATENT OFFICE

2,025,818

DISPLAY DEVICE

Nathan Joseph Leigh, Great Neck, N. Y., assignor
to Einson-Freeman Co., Inc., Long Island City,
N. Y., a corporation of Delaware

Application April 16, 1935, Serial No. 16,571

6 Claims. (Cl. 40—130)

My present invention relates generally to signs, and has particular reference to display devices for use in store windows or the like.

It is a general object of my invention to provide a device of extremely simple structural character and of unusual attractive appearance; contemplated to arrest and hold the attention of the passerby.

The attractiveness and striking character of the present construction is predicated in part upon the ability of a lustrous colored surface, such as a colored metallic foil surface, to catch the eye. It is a particular feature of my present device to arrange a surface of this character in a novel relationship to a series of indicia, whereby the latter are caused to stand out in a highly effective and pleasing manner.

More particularly, it is a characterizing feature of my present construction to arrange a lustrous surface in the form of a cylinder directly behind a series of indicia, with the longitudinal edges of the cylindrical surface in contiguous abutting relation to the opposite edges of the indicia.

I am aware of the well known recourse to concave reflectors and the like, customarily employed for the purpose of reflecting the rays from a source of light arranged within the confines of the reflector. The effect produced by my present construction is, however, of a different kind, and of unusual attention-arresting character. My present device is of extremely simple character, not requiring the employment of an artificial source of light; and the unique contiguous relationship of the cylindrical lustrous surface and the separate indicia, as hereinbefore mentioned, produces an unusual array of highlights and reflections which are peculiarly striking and effective.

Another feature of the invention lies in employing for the light-reflecting medium a resilient strip of glossy material which is normally flat; and which is caused to partake of the cylindrical or concave configuration by pressure exerted upon its longitudinal edges by parts of the structure itself. I find that a much smoother and more pleasing curvature, with resultant improved reflecting powers, is attained in this manner, as compared with a sheet of metal or other rigid material that is bent or shaped into a permanent curvature.

Briefly, the present device consists of a strip of rigid material, such as cardboard, shaped to form an oblong front wall and rearwardly extending side walls, the front wall having parts cut away

to leave only a series of configured indicia which extend transversely from one longitudinal edge to the other. Mounted behind the front wall, and braced between the side walls, with its longitudinal edges in contact with the edges of the indicia, is the normally flat, resilient strip hereinbefore mentioned.

I achieve the foregoing objects, and such other objects as may hereinafter appear or be pointed out, in the manner illustratively exemplified in the accompanying drawing, wherein—

Figure 1 is a perspective view of a device constructed in accordance with the present invention;

Figure 2 is a cross-sectional view taken substantially along the line 2—2 of Figure 1;

Figure 3 is a fragmentary plan view of the outer portion of Figure 1 in its normally flat condition;

Figure 4 is a fragmentary perspective view of a modification;

Figure 5 is a fragmentary perspective view of a further modification; and

Figure 6 is a cross-sectional view taken substantially along the line 6—6 of Figure 5.

In the form of device illustrated in Figures 1-3, a substantially rectangular blank of sheet material, such as cardboard, is scored along the lines 11 and 12 to form an oblong front wall 10, and the portion 13 adjacent to the scoring 11 being adapted to form one rearwardly extending side wall, and the portion 14 adjacent to the scoring 12 being adapted to form another rearwardly extending side wall. In this construction, there are only two side walls 13 and 14, and they converge rearwardly when the device is set up so as to form a structure of substantially triangular cross-section. At the rear edges of the side walls, any suitable means may be provided for interconnecting these edges, and I have illustratively shown an added flap 15 which may be employed for this purpose, with the aid of glue, interconnecting tabs, or the like.

In accordance with my invention, the front wall 10 has portions 16 cut out of it to leave only a series of indicia 17. It is to be noted that these indicia extend from edge to edge of the front wall, i. e., up to the scoring line 11 on one side, and up to the scoring line 12 on the other. I have illustratively shown the indicia in the form of printed letters, but it will be understood that other indicia or configurations may be employed, if desired.

The device may or may not be provided with end walls, and for illustrative purposes I have

shown an extension 18 at each end of the front wall 10, adapted to form a partial end wall for the device.

After the structure of Figure 3 is formed and set up, a normally flat, resilient strip 19, having a width greater than that of the front wall 10, is deflected into the cylindrical or concave form shown in Figures 1 and 2 and is slipped endwise into the structure. The forward surface of this strip has a high lustre and is preferably of colored metallic paint or foil. Inherent resilience causes the strip to be pinched or braced between the rearwardly extending side walls, thereby urging its longitudinal edges forwardly against the score lines 11 and 12, i. e., against the extremities of the indicia.

The device is then ready for use, and when set in a window, display counter, or similar position, a highly attractive result is produced. Because of the natural curvature of the reflector, due to its resilience, a series of pleasing highlights are produced, forming a sort of striated effect. In addition, the indicia produces a variety of reflections which are of fascinating character. Immediately adjacent to the edges of the indicia, the latter are directly reflected in the reflector 19, but these reflections do not continue toward the midportion of the reflector, because of its curvature. At the midportion, an entirely different reflection of the indicia is produced, in inverted form and on a reduced scale. The composite effect is one which attracts the eye of the passerby and holds his attention. The highlights and reflections vary as the device is viewed from different angles.

Because of the simplicity of the structure, the reflector may be replaced by one of different color or lustre by the simple expedient of withdrawing it endwise from the structure and slipping into place another similar resilient strip.

The invention lends itself readily to a display sign in which the indicia are arranged vertically, as indicated in Figure 4. In the modification illustrated in this figure, the front wall has cut-out portions 20 which leave the indicia 21. These, as before, extend between the longitudinal edges 22 and 23 of the front wall. I have illustratively shown two rearwardly extending side walls 24 and 25, and in this case they are not rearwardly convergent but are joined together at their rear edges by what may be termed a rear wall 26. The method of setting up the structure, and interconnecting the rear edges of the side walls 24 and 25 is a matter of choice, and various ways will suggest themselves to those skilled in the art.

In Figure 4, the reflector 27 consists, as before, of a normally flat, resilient strip of high metallic lustre, deflected into the concave or cylindrical relationship shown and held in position by the bracing action of the side walls 24 and 25 against the longitudinal edges of the reflector strip. These edges are maintained in contiguous relation to the longitudinal edges 22 and 23 of the front wall.

In Figure 5 I have shown a structure similar to Figure 4, with the indicia arranged horizontally. Here, the front wall has the cut-out portions 28, leaving only the indicia 29 extending between the longitudinal edges 30 and 31 of the front wall. The rearwardly extending side walls 32 and 33 are interconnected at the rear by means of the rear wall 34, and a cylindrical reflector strip 35 is braced between the walls 32 and 33, as hereinafter described in connection with Figure 4.

In Figure 4, the rear wall 26 is in contact with

the reflector strip 27, but care must be taken against having the rear wall pressed forwardly against the reflector to destroy its normal pleasing curvature. In Figure 5, the rear wall 34 is shown spaced from the reflector 35, so that all danger of this undesirable contact is avoided.

If desired, the side walls of the structures of Figures 4 and 5 may be slightly converged rearwardly, thereby effecting a sort of pinching action which holds the reflector strip forwardly in proper position at all times.

In Figure 5, I have shown the added possibility of applying, by paint or otherwise, to the front surfaces of the indicia 29, a shading effect 36. This enhances the attractiveness of the device, 15 as will be obvious upon an examination of Figure 5. These indicia, however, are not round, as the shading might indicate, but are actually entirely flat, forming portions of the front wall of the structure.

In general, it will be understood that changes in the details, herein described and illustrated for the purpose of explaining the nature of my invention, may be made by those skilled in the art without departing from the spirit and scope of the invention as expressed in the appended claims. It is, therefore, intended that these details be interpreted as illustrative, and not in a limiting sense.

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

1. In a display device, an integral blank of rigid sheet material shaped to form an oblong front wall and rearwardly extending side walls, said front wall having parts cut away to leave only a series of configured indicia which extend transversely from one longitudinal edge to the other, and a cylindrical reflector behind said front wall and braced between said side walls with its longitudinal edges in contact with the edges of said indicia.

2. In a display device, a blank of rigid sheet material shaped to form an oblong front wall and rearwardly extending side walls, said front wall having parts cut away to leave only a series of configured indicia which extend transversely from one longitudinal edge to the other, and a cylindrical reflector behind said front wall and braced between said side walls with its longitudinal edges in contact with the edges of said indicia, said reflector comprising a normally flat, resilient strip of glossy, metallic lustre having a width greater than that of said front wall.

3. In a display device, a blank of rigid sheet material shaped to form an oblong front wall and rearwardly extending side walls, said front wall having parts cut away to leave only a series of configured indicia which extend transversely from one longitudinal edge to the other, and a cylindrical reflector behind said front wall and braced between said side walls with its longitudinal edges in contact with the edges of said indicia, said reflector comprising a normally flat, resilient strip of glossy, metallic lustre having a width greater than that of said front wall, and said side walls converging rearwardly to press said strip forwardly against the front wall.

4. In a display device, a blank of rigid sheet material shaped to form an oblong front wall and rearwardly converging side walls, said front wall having parts cut away to leave only a series of configured indicia which extend transversely from one longitudinal edge to the other, and a cylindrical reflector behind said front wall and braced

between said converging side walls with its longitudinal edges in contact with the edges of said indicia.

5 5. In a display device, a blank of rigid sheet material shaped to form an oblong front wall and rearwardly converging side walls, said front wall having parts cut away to leave only a series of
10 configured indicia which extend transversely from one longitudinal edge to the other, a cylindrical reflector behind said front wall and braced between said converging side walls with its longitudinal edges in contact with the edges of said
indicia, and separable means for securing said side walls together at their rear edges.

6. In a display device, a blank of rigid sheet material shaped to form an oblong front wall and rearwardly converging side walls, said front wall having parts cut away to leave only a series of configured indicia which extend transversely from
5 one longitudinal edge to the other, and a cylindrical reflector behind said front wall and braced between said converging side walls with its longitudinal edges in contact with the edges of said
indicia, said reflector comprising a normally flat,
10 resilient strip of glossy, metallic lustre having a width greater than that of said front wall.

NATHAN JOSEPH LEIGH.