June 15 , 1926. 1,588,674

G. L. GOLD

ADVERTISING DEVICE

Filed Dec. 7, 1923

Fig. 1

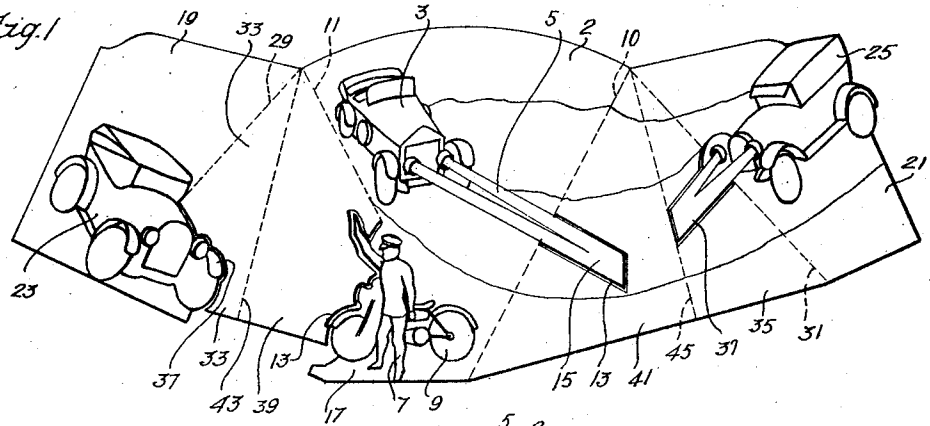


Fig. 2.

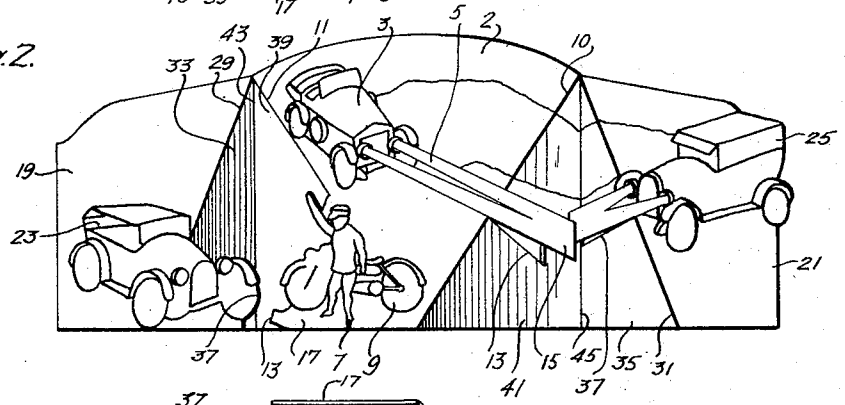


Fig. 4.

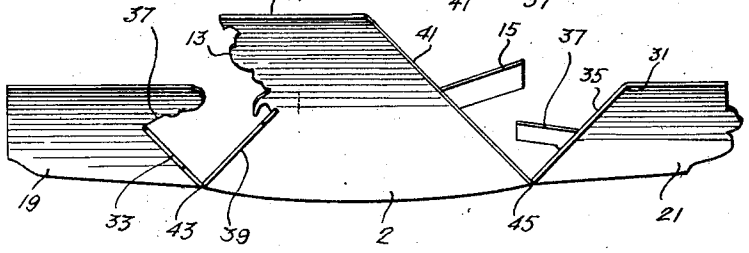
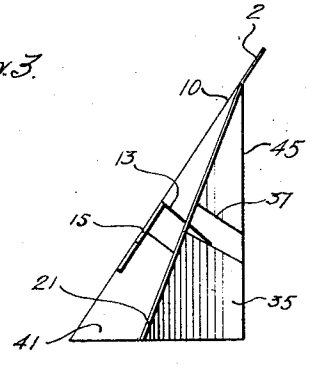


Fig. 3.



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UNITED STATES PATENT OFFICE.

GEORGE L. GOLD, OF NEW YORK, N. Y., ASSIGNOR TO L. R. CONWELL, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

Application filed December 7, 1923. Serial No. 679,264.

This invention relates to advertising devices, and with regard to certain more specific features, to a combined picture or the like and support therefor.

Among the several objects of the invention may be noted the provision of a simple and inexpensive device for displaying a picture or suitable legends or the like; and the provision of a strikingly attractive device of this type which can be made from a single blank and shipped flat. Other objects will be in part obvious and in part pointed out hereinafter.

The invention accordingly comprises the features of construction, combinations of elements and arrangements of parts which are exemplified in the description hereinafter given in connection with the accompanying drawings and the scope of the application of which will be indicated in the following claims.

In the accompanying drawings in which are illustrated one of various possible embodiments of the invention:—

Fig. 1 is a face view of the device shown flat;

Fig. 2 is a front elevation of the device in display position;

Fig. 3 is a right side elevation of Fig. 2;

Fig. 4 is a bottom view of Fig. 2.

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

Referring now more particularly to Figs. 1 to 4 of the accompanying drawings, there is illustrated at 1 a device formed of a single sheet of suitable material such as patent coated solid manila. For a size such as 18½ x 44 inches, a thickness of 25 points is suitable.

The device may take a variety of forms. In the drawings herewith, the middle portion 2 of the device carries a picture of an automobile 3, the light rays from the headlights of which are indicated at 5, and are shown extending beyond the right hand margin 10 of this middle portion 2. At the lower part of middle portion 2 is a picture of a motorcycle policeman 7 and motorcycle 9. Part of the policeman's figure, and part of the motorcycle, extend toward the left beyond the left margin 11 of the middle portion 2 of the device.

The portions that extend beyond the marginal lines 10, 11 are provided by cutting prior to folding. This cutting is done along the lines at 13.

The extended parts 15, 17 thus stand out in front of the portion from which they are cut; as is shown in Fig. 4, for example.

The end portions 19, 21 are similarly provided with pictures 23, 25 respectively, and portions of these pictures extend toward the center of the device, beyond the marginal lines 29, 31, of the respective end portions 19, 21. These extended parts are formed by cutting the adjacent sections 33, 35, along the lines at 37. The pictures on the end portions 19, 21 thus also stand out from the adjacent portions 33, 35.

The end portions 19, 21 are arranged preferably parallel to each other. They are preferably at a smaller angle to the vertical than is the middle portion 2 of the device.

The effect thus produced is, that the pictures or legends on the middle portion 2 stand out in front of the pictures or the like on the end portions 19, 21 as well as standing out from the connecting link portions 33, 39 and 35, 41.

In this manner the lower part of the middle portion 2 can be made to represent the foreground of the entire picture; the upper part of the middle portion 2 represents a background; the end portions 19, 21, by virtue of their position relative to the central portion, represent another background, in suitable relation to the background formed by the upper part of the middle portion.

In making the device shown in Fig. 1, only two operations are required, namely, lithographing or equivalent, and die-cutting. The lines 29, 43, 11, 10, 45 and 31 indicate scoring, to facilitate bending of the device from the flat or shipping form shown in Fig. 1 to the display form shown in Figs. 2 to 4.

Part of the device rests upon the floor or show case or the like, in a plane in advance of the other parts of the base. This fact coupled with the fact that the device is of one piece, with scoring converging toward the top to make the device stable, ensures the rigidity and stability necessary for display purposes, when substantially thinner material is used than is ordinarily used for devices of similar size.

In the preferred construction there are six score lines 29, 43, 11, 10, 45 and 31, which divide the article into seven parts 19, 33,

39, 2, 41, 35 and 21. The two outer score lines 29, 31 converge toward the top. The two intermediate score lines 43, 45 also converge toward the top, but at a smaller angle than the angle between the lines 29 and 31 and terminate at the upper end of the outer score lines. The two inner score lines 10, 11 begin adjacent to the upper ends of the intermediate and outer score lines and converge toward the bottom. The part 2 which is included between the inner score lines 10, 11 bears designs as above indicated, and is inclined rearwardly when in display position. The end portions 19, 21 are substantially in alignment with each other when the device is set up for display, and are preferably at a smaller angle to the vertical than is the middle portion 2. The outer intermediate parts 33, 35, which are between the score lines 29, 43 and 45, 31 respectively, form an angle with the center part 2 and the outer parts 19, 21. The same is true of the inner intermediate parts 39, 41, which are between the score lines 43, 11 and 10, 45 respectively. These four intermediate parts form the connecting links between the outer parts 19, 21 and the center part 2.

These four intermediate links may also be used to depict background, and their spacing from the extended portions 13, 37 heightens the effect of perspective, and emphasizes the said extended parts 13, 37.

The bottom edge of the lower central picture 17 is preferably so cut that it will rest on the surface that supports the display. The same is true of the lower edges of all the other parts of the device.

It will be seen that no extraneous supports are required, and no gluing or expensive folding is required, either in manufacture or installation of the article.

By having the end portions to the rear of the central portion and in front of the intermediate portions, the central portion appears to stand out from the rest and to present a striking appearance, and the end portions similarly stand out from the intermediate portions and assist in presenting a striking appearance of the whole.

The articles of the type herein illustrated may be shipped flat, and may be readily folded into shape for use, by comparatively unskilled labor.

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

As many modifications of the embodiment above illustrated might be made without departing from the spirit or scope of the present invention, it is intended that the above description and accompanying drawings and claims shall be interpreted as illustrative and not in a limiting sense.

I claim:—

1. An advertising device comprising a one-piece body having a plurality of sets of lines, each set comprising three upwardly converging lines, each central one of which is vertically arranged with respect to the lower edge of the device while the other two are arranged at unequal angles with respect to said vertical line, portions of the device not encompassed within the space between the lines of each set having in the planes thereof portions cut from within the said space between the lines, and means for folding the device on said lines whereby re-entrant recesses are formed for bracing the device and displaying the said cut portions in relief with respect to one another.

2. An advertising device comprising a one-piece body having a plurality of sets of lines, each set comprising three upwardly converging lines, each central one of which is vertically arranged with respect to the lower edge of the device while the other two are arranged at unequal angles with respect to said vertical line, portions of the device not encompassed within the space between the lines of each set having in the planes thereof portions cut from within the said space between the lines, and means for folding the device on said lines whereby re-entrant recesses are formed for bracing the device and displaying the said cut portions in relief, the said cut portions being adapted to be in relief to one another because of the unequal angularity of said lines.

3. An advertising device comprising a one-piece body having a plurality of sets of lines, each set comprising three upwardly converging lines, two of the lines being arranged at unequal angles with respect to the central line, portions of the device not encompassed within the space between the lines of each set having in the planes thereof portions cut from within the said space between the lines, and means for folding the device on said lines whereby re-entrant recesses are formed for bracing the device and displaying the said cut portions in relief, the said cut portions being adapted to be in relief to one another because of the unequal angularity of the said outer lines to the said central lines.

In testimony whereof, I have signed my name to this specification this 1st day of December, 1923.

GEORGE L. GOLD.