

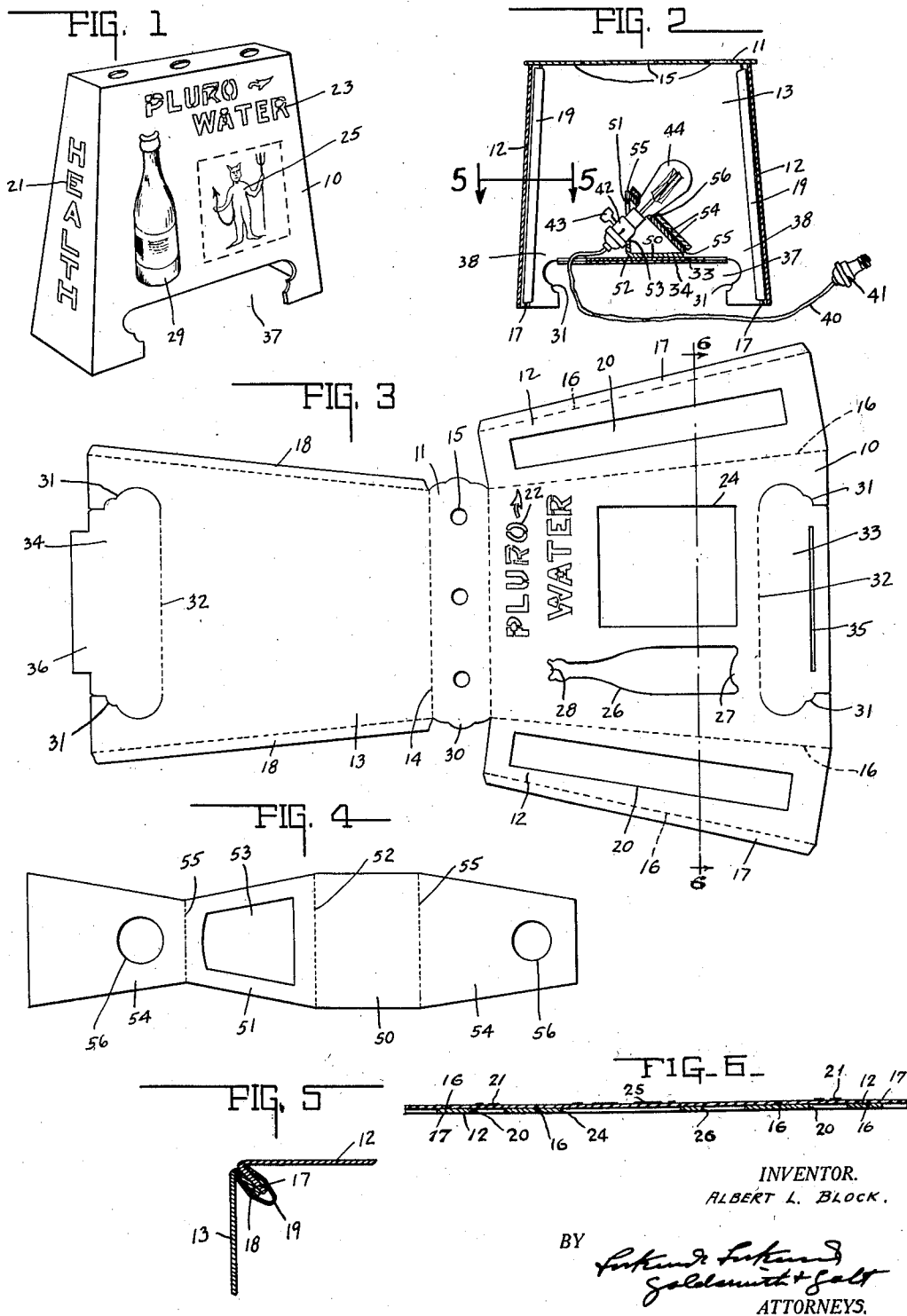
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ILLUMINATED SIGN AND PROCESS OF MAKING SAME

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ILLUMINATED SIGN AND PROCESS OF MAKING SAME.

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This invention relates to an advertising display capable of illumination.

The chief object of the invention is to produce an illuminated display which will be of but few parts, of relatively low cost, and which display is not readily changeable, thereby insuring continued use of the display for the particular purpose for which it is intended.

The chief feature of the invention consists in the formation of such a display from relatively cheap material and in a manner which lends itself to a relatively low production cost and furthermore which lends itself to shipment in flat or knockdown, and which is of a character that prevents ready or relatively easy change, thereby insuring continuity of use for the sole purpose for which the display is intended.

Heretofore illuminated displays have been made from relatively rigid material such as wood, or metal, or both, and usually have included transparent or translucent material in the form of glass suitably colored and mounted in the display in such manner that the same can be readily removed. The authorized display, therefore, is frequently changed to an unauthorized display by the substitution of a new glass or by changing the glass or other transparent or translucent material. The present invention, whenever a change is attempted, results in substantial mutilation of the display so that its usefulness is terminated.

Further, the present display has the added advantage of not only being capable of shipment in the flat in the knockdown condition, but has a relatively low cost estimated at from one-fourth to one-twentieth of the heretofore relatively permanent types of displays.

The invention, therefore, consists in the formation of the display by a better process resulting in the better display produced thereby and by one which readily lends to quantity production.

The full nature of the invention will be understood from the accompanying drawings and the following description and claims:

In the drawings Fig. 1 is a perspective view of one form of display, the same having a frusto-pyramidal outline. Fig. 2 is a longitudinal

sectional view thereof. Fig. 3 is a plan view of the blank forming the major portion of the display in the flat and knockdown arrangement. Fig. 4 is a similar view of the illumination support. Fig. 5 is an enlarged transverse sectional view taken on line 5—5 of Fig. 2 and in the direction of the arrows. Fig. 6 is a transverse section through the display body blank with the covering material applied thereto and is taken on line 6—6 of Fig. 3 and in the direction of the arrows.

In the drawings three different types of illuminatable arrangements are disclosed. One consists in die cutting or otherwise cutting out the particular outline so that that which is to show as illuminated will show as such when subjected to illumination. Second, die cutting or otherwise cutting, or removing from exposed vision a sufficient portion to receive one or more articles of merchandise or a container carrying one or more articles of merchandise which if transparent or translucent, will permit the passage of light rays from the interior to the exterior, but which if it is not transparent or translucent will not permit the passage of the light rays but will still carry and display the article or articles; and the third type consists in die cutting or otherwise cutting, or removing a suitable portion of the display and thereafter covering said cut out portion with a sheet upon which there is employed a legend or figure to show when illuminated and the remainder of which is suitably colored or otherwise formed so as to be opaque.

A sheet of card board, and if the size of the display is too large a plurality of sheets may be employed and suitably united together at the joints, is first die cut so as to be in conformity with a portion or all of the copy that is to appear on the display. The cutting can be that of an outline and removing such portions from the blank as will show through. By the terminology card-board employed herein and throughout the specification and claims, there is intended to be included what is generally understood in the trade as card-board, mat-board, box-board, litho-board, blanks, or wall board.

After cutting as required by the copy to

be produced, a sheet of paper or parchment or similar equivalent means is then printed, lithographed, photographed, offset or otherwise processed in any desired number of colors reproducing the entire copy and the back ground of the display as it is to appear on the face of the finished display. If the card-board mentioned has been die cut in exact conformity with the outline independently of all the copy to appear on the face of the display, no printing or processing is required on the reverse side. On the other hand, if the card-board is cut out to provide a space large enough for the copy to be exposed there-through, then the back of the printed or otherwise processed sheet of paper, etc., is printed, lithographed, or otherwise processed, in a suitable manner so that said back is opaque at all portions of the sheet through which it is desired that no light should pass through. The processed sheet is then mounted on the face of the card-board in such manner that the copy registers with the cut out portion or portions.

Following the covering of the die cut board with the copy the entire blank is then die cut to the desired outline and preferably such die cutting is so arranged so that the display is formed in a minimum number of dis-united pieces, the form shown herein being illustrated as in a single piece. Simultaneously with, before or after, die cutting the blank is scored or creased, or otherwise cut as required to permit the bending or forming of the blank into the desired display with or without the application of cloth or paper hinging for strengthening the joints. The particular construction of the display will be hereinafter set forth in detail.

In the drawings there is illustrated, merely by way of illustration, a frusto-pyramidal display which has a front face 10, the top 11, the sides 12 and the back 13. As shown herein, the several parts are united together, the same being formed from a single blank. The top 11 unites the front 10 with the back 13 and positions the same in spaced relation and is connected thereto by the scorings 14. Herein the top is provided with suitable openings 15 for ventilation and the dissipation of heat. Herein the sides 12 are formed as continuations of the front 10 and are united thereto at the scorings 16. Each of the sides includes a longitudinal flap 17 and the longitudinal edge of the back includes a similar member 18, said members 17 and 18 being associated together by being formed complementary or by being secured together such as by sewing, hinging, hooking, stapling or the like. In the present form of the invention, however, see Figs. 2 and 5, the portions 17 and 18 are positioned adjacent each other and are secured together to form a substantially light-tight joint by a U-shaped metallic strip 19 which exerts a clamping pressure upon said

flaps or extensions and covers the connection therebetween preventing any escape of light.

Fig. 3 illustrates the blank, not as actually employed in the process but illustrates the cutting of the blank to form, that is, the final peripheral outline required prior to the mounting thereon of the desired copy. Thus, the sides include the cut outs 20 which are normally covered to disclose the legending 21, see Fig. 1. Also the several portions are die cut as at 22 to show in the final form legending 23. Also the cut out portion 24 illustrates the other matter 25 in the final form and cut out 26 is such as to receive or peripherally enclose all or part of an article. Herein the flap 27 is provided and also flap 28. The side portions of the cut out 26 may also be suitably arranged so as to exert a yielding or pressure clamp on the article 29 which is a bottle or container when positioned in the cut out 26. If the article is a bottle or other transparent or translucent subject matter, then the light rays will pass therethrough and the article will be illuminated. If the article is opaque no light will pass through.

The top is shown provided with a plurality of flaps 30 which are folded inwardly and extend downwardly therefrom and serve as a light shield. The base of the front and back in the present form of the invention is suitably slit as at 31 and scored as at 32 forming complementary blanks 33 and 34, one of said blanks having a slot 35 therein and the other having a tongue 36 extending therefrom. When the device is folded into display relationship, the flaps 33 and 34 are folded inwardly from their respective supporting portions and the tongue 36 is received by the slit 35, as shown in Fig. 2. This arrangement provides a cut out at the bottom and secures ventilation from the opening 37 folded therein. Fig. 2 shows the platform formed thereby near the passage of the display and within the same, which platform does not extend the full length of the display and thus provides the ventilating passages 38 for dissipating the heat resulting from the use of an illuminant. As heretofore set forth, generally, the copy to be desired is secured to the blank prior to the final die cutting to the desired peripheral outline so that when assembled the display is immediately ready for use. It will be evident also that by positioning the copy upon the exterior of the board the maximum resistance to mutilation or substitution will be provided since if the copy is at all mutilated for the purpose of substitution, such mutilization will be immediately apparent where it is attempted to join the new copy with the old.

It will also be apparent that whenever cut out portions are employed suitable color and depth of coloring may be used on the copy to indicate shadows or the third dimension.

The display, it will be apparent, consists in its broadest phase essentially of a sheet of copy, a board to the face of which the same is suitably secured and die cut and scored in the desired manner, resulting in a flat article suitable for shipment in such formation and readily assembled at the destination into its final form.

Another phase of the invention is one which reduces the cost considerably, the manner and means of illuminating the display. Herein there is provided an extension cord 40 terminating in a universal socket 41 and the other end terminates in a light bulb receiving socket 42, preferably including a switch operable by the finger piece 43, all of the foregoing being of standard construction. A light bulb 44 is receivable by said socket and is also of standard construction. Positioned in the socket or formed as an extension thereof is a thermally operable standard and well known automatic flasher switch, not shown herein, but which can be purchased in the open market.

The means for supporting the light source in the predetermined position is a single sheet support suitably formed by cutting and scoring, so that when it supports the light bulb the latter will be positioned at substantially near the center of the display and said support will be readily supported upon the platform formed by the two interconnecting flaps 33 and 34. Herein such a support consists of a strip of material formed from a portion of the blank discarded as waste, Fig. 4 illustrating the outline and shape together with the scorings of the blank. Figs. 3 and 4 are not drawn to the same scale but Fig. 2 is. The blank consists of a base portion 50, a socket receiving side 51 united thereto at the scored portion 52 and including the socket receiving opening 53. Extending oppositely from each of the aforesaid is a flap 54 united thereto by the scorings 55 and including an aperture 56. Apertures 56 are adapted to register with each other as shown clearly in Fig. 2. When assembled the light support consists of a triangle, the two apertured ends lying side by side with the apertures registering. The socket 42 is extended into the triangular support so that the bulb receiving portion is positioned immediately adjacent the registering apertures. The flasher is then positioned in said socket and the neck of the light bulb 44 is passed into the registering apertures from the opposite direction, and said light bulb is then screwed into the socket 42, thereby securing the flasher in the socket and all of the parts in electrical connection and the support in triangular formation. The light standard, it will be apparent, is also capable of shipment in the flat or knockdown condition and can be readily assembled. The surface of the card-board may be treated

with silicate of soda or other suitable covering so as to be substantially fire proof or at least slow burning. The heat is generated by the light and is not very great and since the flasher intermittently connects and disconnects the light, the temperature of the light does not become very great. It will be apparent that if the display is of relatively small size that the triangular support would be objectionable in that it would position the light at too great an elevation. In such instances the flaps 33 and 34 may be provided with registering apertures and the scoring 32 will be of just sufficient height to permit clearance of the light socket 42. In that event the socket 42 is beneath the partition formed by the two overlapping portions 33 and 34 and the light is positioned adjacent the same and extends through the registering apertures.

It will also be apparent that in certain instances it may be desirable to have a substantially closed box formation, that is, the flaps or portions 33 and 34 should not be cut out and in this event the copy may undoubtedly be arranged so that a pair of cut outs 24 or 30 are provided, said cut outs having a scored connection with the blank such that upon assembling they are turned inwardly so as to overlie each other, and they also may be apertured so as to be provided with registering apertures.

When it is desired to utilize the aforesaid display as a support, it may or may not be desirable to include the perforations 15 in the top. These perforations may be provided in the sides, or on the back, or even on the front of the display. The display then is adapted to serve as a table or stand for an object that is to be advertised.

While the invention has been described in considerable detail in the foregoing and several modifications thereof have been mentioned, these, as well as many others which will readily suggest themselves to those skilled in the art, all are to be considered as within the scope of this invention, reference being had to the claims appended hereto.

In the claims "blocking" is intended to include "backing" as well as "covering", and the latter is intended to cover only mounting upon the "face" of the board.

The invention claimed is:

1. A unitary advertising display comprising a perforated relatively rigid fiber, card or mat board, suitably blanked and scored for positioning in self-supporting display formation, and a light transmitting relatively non-rigid sheet of copy secured to the exposed face of the board for substantially covering the same and the board perforation, and including a complete representation upon the exposed copy face and having its back face suitably opaqued for registration with

the board perforation for forming a second representation, and means for securing the copy covered board in display formation.

2. A unitary illuminatable sign comprising
5 a sheet of relatively rigid fiber, card or mat board, or the like, having the desired peripheral outline and a cutout opening for the passage of light rays therethrough, and a light transmitting relatively non-rigid sheet
10 of copy substantially covering the entire front face of the board, and permanently secured thereto, said sheet of copy on its front

face having a predetermined representation with a light transmitting portion registering with the board opening, and the back of said 15 sheet including suitable opaquing for determining the light to be transmitted therethrough, said opaquing registering with the cutout board to form a second representation with the first representation when light is 20 passed through the sheet.

In witness whereof, I have hereunto affixed my signature.

ALBERT L. BLOCK.