

July 24, 1934.

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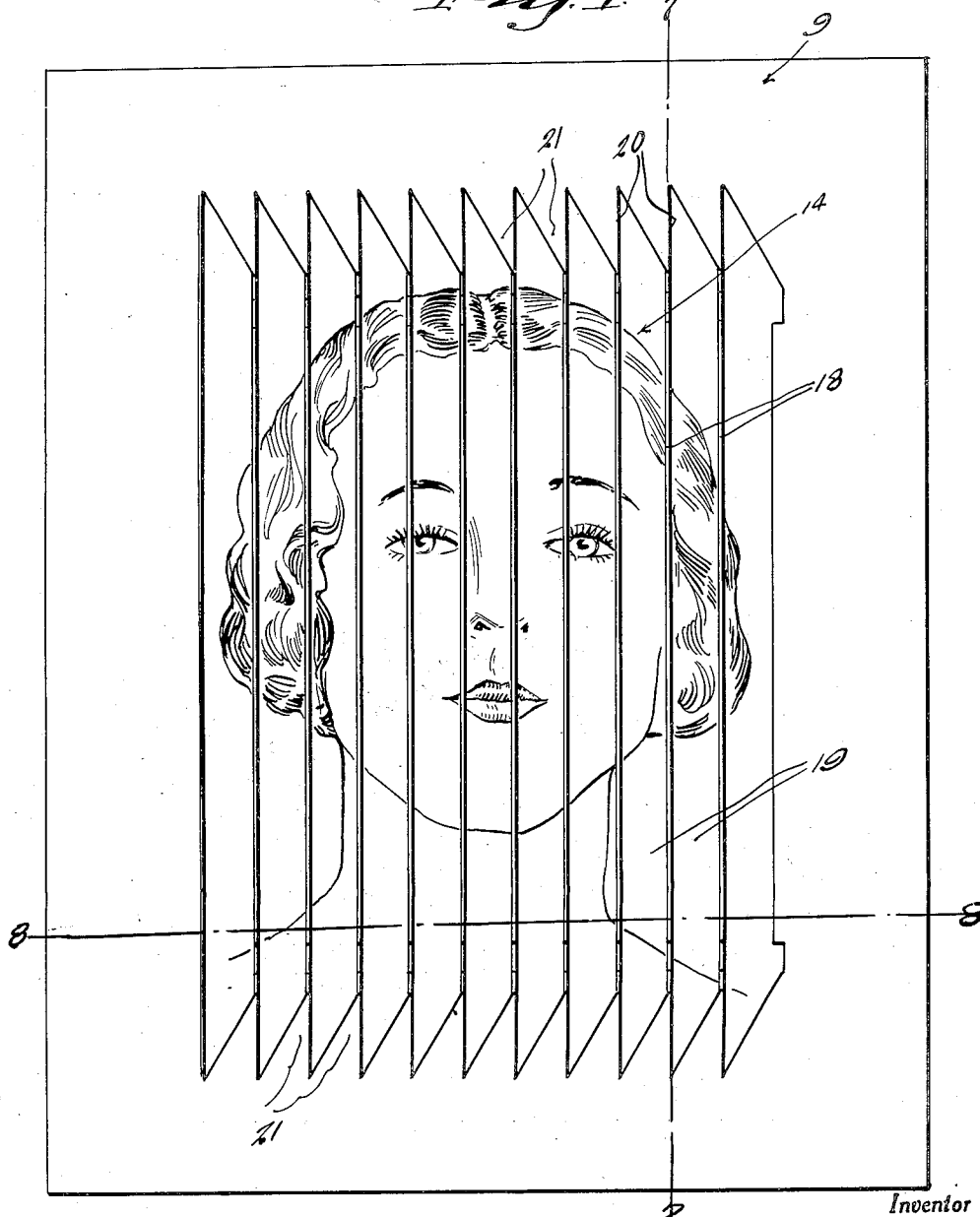
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VARIABLE READING TRIPLE VIEW SIGN

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3 Sheets-Sheet 1

Fig. 1.



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Fig. 2 Fig. 4 Fig. 5

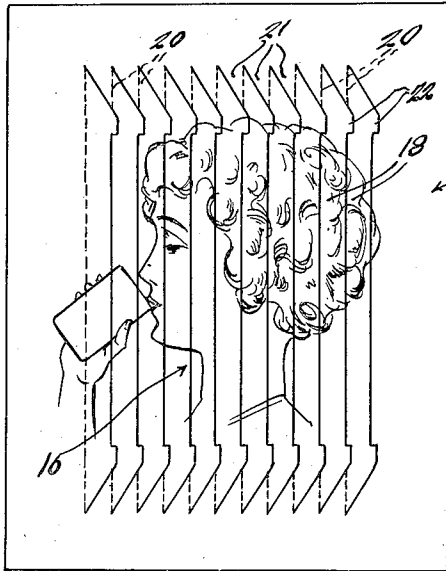
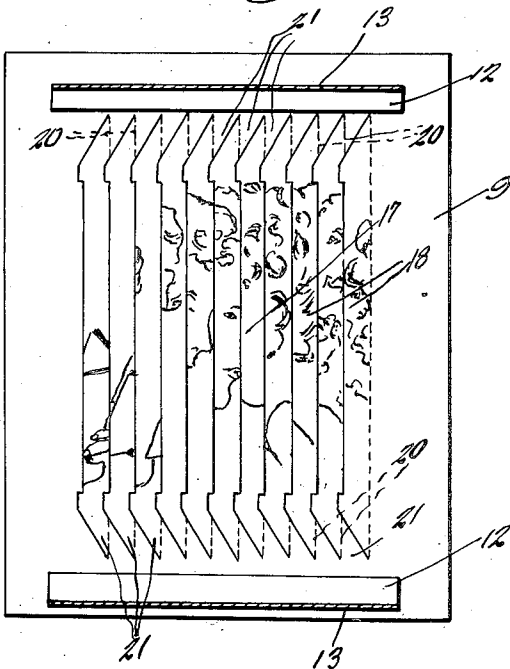
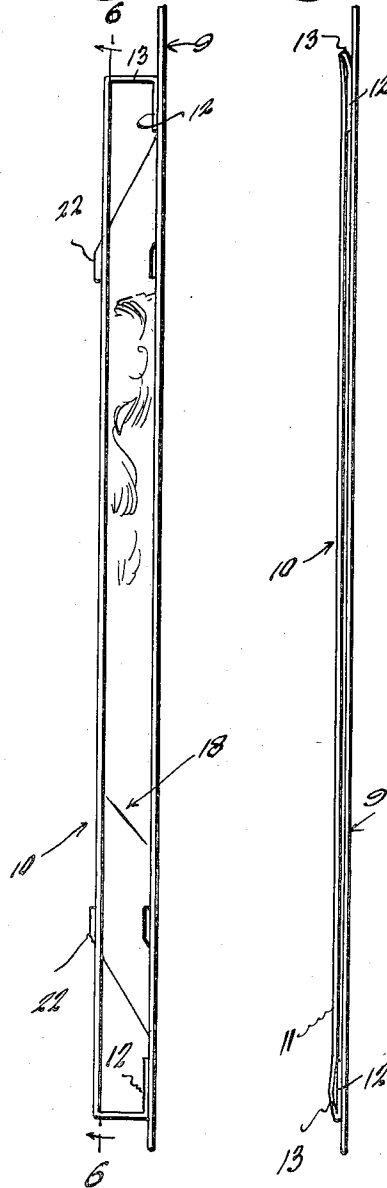


Fig. 3.



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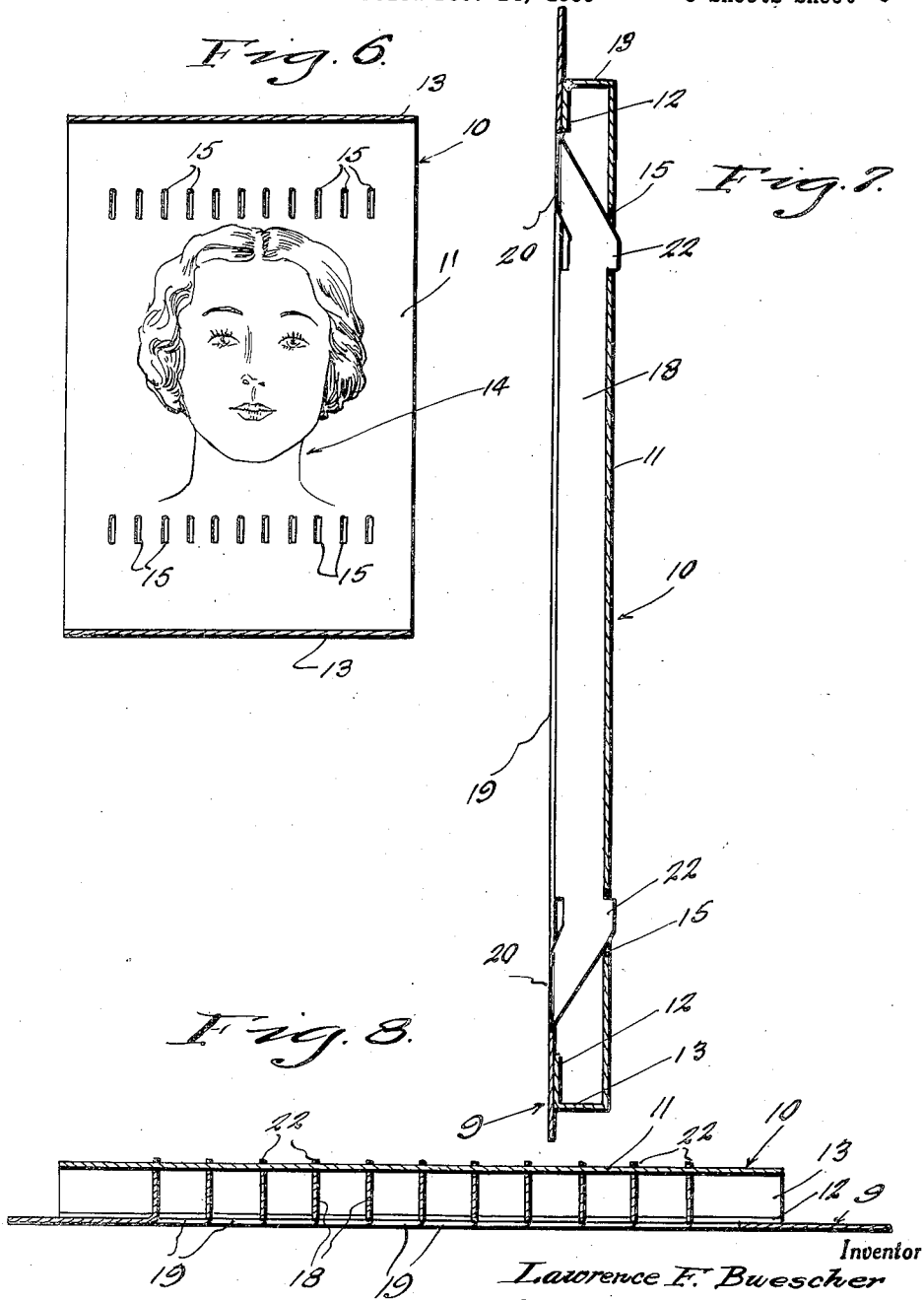
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UNITED STATES PATENT OFFICE

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VARIABLE READING TRIPLE VIEW SIGN

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6 Claims. (Cl. 40—137)

This invention relates to a novel and improved triple view sign of the multiple slat type adapted for variable reading of the subject matter thereof, whether the subject matter be printed text or printed, reproduced or original pictures.

It is admittedly old in this particular line of endeavor to provide a structure of this variable reading type wherein three individual pictures or scenes are visible from different angular positions. That is to say, it is not broadly new in this field of invention to provide a structure embodying a main one-way unitary picture or sign disposed behind vertical spaced parallel slats held at right angles to said unitary picture and whose opposed sides are printed to provide independent two-way or composite pictures.

The novelty of the present invention is predicated upon the specific selection and co-ordination of parts such as are here characterized by appreciable refinements co-operating in forming an assembly calculated to better fulfill the requirements of a structure of this type, the entire sign, as a unit, being foldable or collapsible into a flat package for convenient handling, storage and shipment.

The preferred embodiment of the invention will become more readily apparent from the following detailed description and the companion illustrative drawings.

In the accompanying drawings, wherein like numerals are employed to designate like parts throughout the same:—

Figure 1 is a front elevational view showing the manner in which the unitary picture (face of a girl) is rendered visible.

Figure 2 is what may be designated as a plan view of the picture frame, showing the composite or piece-meal picture printed on the outer face of the frame, the slats being folded into a flat plane.

Figure 3 is a reverse face view of Figure 2, that is, observing the third picture on the opposite or rear side of the picture frame.

Figure 4 is an end or edge elevation of the assemblage shown in Figure 1, observing it in a direction from left to right.

Figure 5 is the same as Figure 4, being elevational view showing the manner in which the back panel and the slats are folded flat for storage and shipping purposes, this illustrating the collapsed feature of the invention.

Figure 6 is a view taken approximately on the plane of the line 6—6 of Figure 4.

Figure 7 is a vertical sectional view on the line 7—7 of Figure 1.

Figure 8 is a horizontal section on the line 8—8 of Figure 1.

The structure is made up of two principal parts or plates. These are preferably of cardboard or suitable material and the outer part is denoted by the numeral 9 and is hereinafter referred to as the picture-frame. The rear or complemental part is differentiated, as a unit, by the numeral 10 and this comprises a panel 11 having flanges 12 glued or otherwise attached to the rear face of the picture-frame 9, as shown in Figures 4 and 7. The connection between the flanges 12 and the panel comprises what may be designated as foldable webs 13 which permit the panel to be folded flatly against the back or rear face of the picture-frame, as shown in Figure 5. In other words, the panel 10 is extensible and retractable, with respect to the picture-frame 9. As shown in Figure 6, the visible or effective face of the panel has a picture 14 printed thereon. The picture is hereinafter referred to as the one-way unitary picture, inasmuch as it is visible in one way when the observer is standing at approximate right angles or directly in front of the flat plane of said picture. Above and below the picture are short slots 15 which serve as keepers, in a manner to be hereinafter described.

Referring now to Figure 2, it will be observed that the front or outer face of the picture-frame 9 has its picture area provided with a profile view of a figure distinguished as a picture 16. The opposite or reverse face of the frame, as shown in Figure 3, has a similar profile picture, of a distinguishable type, which is differentiated by the numeral 17.

These two pictures 16 and 17 are dissected into complemental component parts by severing the picture area in the manner illustrated in the drawings. In other words, the picture area has spaced parallel vertical slits formed therein to simultaneously define duplicate slats or louvers 18, the spaces 19 being designated as sight openings to permit inspection of the unitary one-way picture 14. At the opposite ends, the slats 18 are hingedly connected by foldable webs 20 to upper and lower triangular tabs 21 forming integral figures of the picture-frame 9. This allows the slats to be disposed in spaced parallelism at right angles to the parts 9 and 11 or to be folded in a flat plane, that is, in the same plane with each other, as shown in Figures 2 and 3. When the sign is set up for use, the slats occupy the angular positions shown in Figures 1, 4, 7 and 8. It will be noted that the slats are formed with keeper tongues 22 which fit releasably into the keeper

slots 15, whereby to permit the slats to be maintained in this open-work formation.

When the sign is made ready for use, the slats 18 are individually folded from the flat position shown in Figures 2 and 3 to the right angular positions shown in Figures 4 and 7. As shown in the last named figure, the tongues 22 are slipped into the keeper slots 15 and this holds the slats in display position as well as holds the panel 11 in its distended display position, that is, in spaced parallelism to the picture-frame 9. Thus it is evident that an observer standing directly in front of the sign, that is, at right angles to it, may visualize a front or face view of the Figure 14 which is differentiated as the one-way unitary picture or figure. If the observer after standing straight in front of the device, moves toward the right he will see one picture, that is a picture made up of the component parts of the pictorial features on corresponding sides of the slats while if he moves from the middle toward the left he will see the remaining picture. Consequently, there are three distinct pictures visible and this provides the aforesaid triple view or variable reading. As before stated, we are aware of the fact that a variable reading picture pattern with pictures printed on opposite sides of the frame 9 is not in itself new. The novelty is, therefore, predicated upon the provision of the picture panel 11 joined by foldable or collapsible webs 13 to the rear side of the picture-frame 9, wherein the panel 11 has keeper slots 15 to accommodate the retention tongues 22 which afford the requisite fixed relationship of features after the sign is set up for display purposes.

From experience, it has been ascertained that with this arrangement, the picture 14 is disposed for normal flat reading relationship and is not materially obscured by the multiplicity of slats disposed in front thereof. Moreover, when the slats are transposed from the position shown in Figure 2 to the position shown in Figure 4, they provide unique two-way reading signs which are projected in clear perspective.

It is thought that the description, taken in connection with the drawings, will enable a clear understanding of the invention to be had. Therefore, a more lengthy description is thought unnecessary.

While the preferred embodiment of the invention has been shown and described, it is to be understood that minor changes coming within the field of invention claimed may be resorted to if desired.

We claim:—

1. A variable reading knock down cardboard sign of a portable window display type comprising a unitary picture containing panel, a picture ornamenting frame attached to and disposed in spaced parallelism to said panel, said frame having a predetermined picture area defined by a plurality of spaced parallel collapsible slats disposed at right angles to the panel and frame and interposed between said panel and frame, the opposite faces of said slats being printed to provide coordinated component picture features whereby when the observer, after standing straight in front of the picture panel moves toward the right he will see a second picture defined by the picture features on corresponding sides of the slats, whereas if he moves from the center toward the left he may observe the remaining picture portrayed by the reverse faces of the slats.

2. A variable reading advertising sign of the class described comprising a picture frame whose picture area embodies a plurality of complementary printed slats hingedly attached to said frame and swingable from a flat plane flush with the frame to positions at right angles to said frame, a unitary picture panel, and foldable webs attached to the ends of said panel and corresponding portions of the rear face of said frame, whereby to permit the panel and frame to be collapsed into substantially flat form with the panel and frame superimposed one upon the other.

3. A variable reading sign of the class described comprising a picture frame whose picture area embodies a plurality of complementary printed slats hingedly attached to said frame and swingable from a flat plane flush with the frame to positions at right angles to said frame, a unitary picture panel, foldable webs attached to the ends of said panel and corresponding portions of the rear face of said frame, whereby to permit the panel and frame to be collapsed into substantially flat form with the panel and frame superimposed one upon the other, said panel being provided with a plurality of keeper slots, and said slats being provided with keeper tongues releasably engageable with said slots in a manner described.

4. A variable reading advertising sign comprising a picture frame having a picture area including complementary foldable slats hingedly attached to said frame and swingable from a flat plane flush with the frame to display position at right angles to said frame and in spaced parallelism to each other, a unitary picture panel to which said frame is attached, said slats being disposed in front of the picture carried by said panel, said slats having complementary picture features printed thereon and when in positions at right angles to said panel serving to permit the picture on the panel to be observed when standing directly in front of said panel, said panel being provided with a plurality of keeper slots and said slats being provided with keeper tongues releasably engageable with said slots in the manner described.

5. A variable reading advertising sign comprising a frame embodying a plurality of substantially duplicate foldable hingedly attached slats, a picture panel secured to the back of said frame, and coacting elements between the panel and slats for holding the slats in spaced parallelism at right angles to the panel and frame as well as permitting said slats to be folded substantially flat into flush relationship for shipping and handling.

6. A variable reading or advertising sign structure of the class described comprising a frame having integrated top and bottom members connected together by spaced parallel side members, said frame members defining a picture area, and a plurality of companion foldable slats carrying complementary display matter and hingedly attached to the frame members and located in said picture area, said slats being alternately swingable from a flat plane flush with said frame to display positions at right angles to said frame and when in the latter position occupying parallel positions with respect to each other, said slats being provided with keeper tongues, and sustaining means connectible with said frame and having keeper slots with which said tongues are releasably engageable.

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