

May 23, 1944.

A. B. COLLINS

2,349,706

DISPLAY DEVICE

Filed Dec. 5, 1941

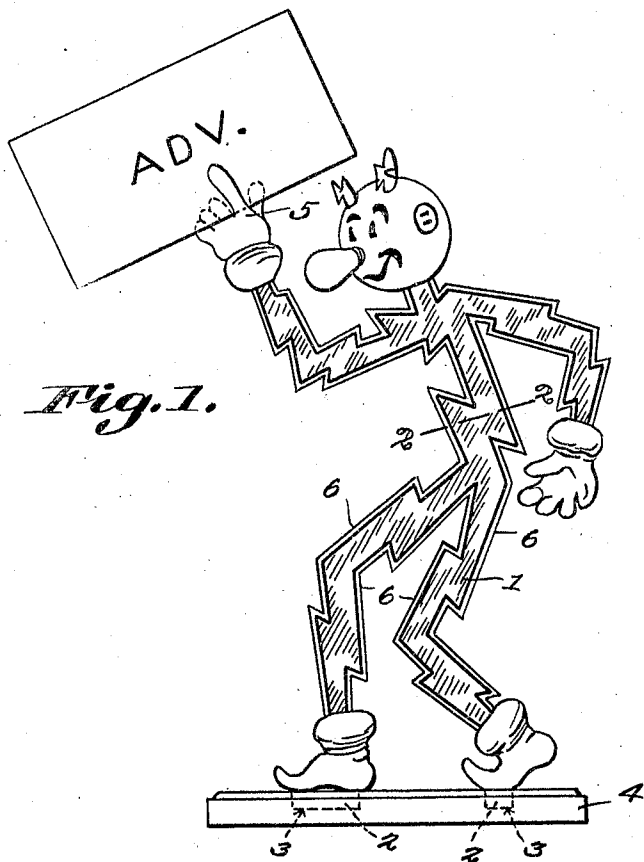


Fig. 1.



Fig. 2.

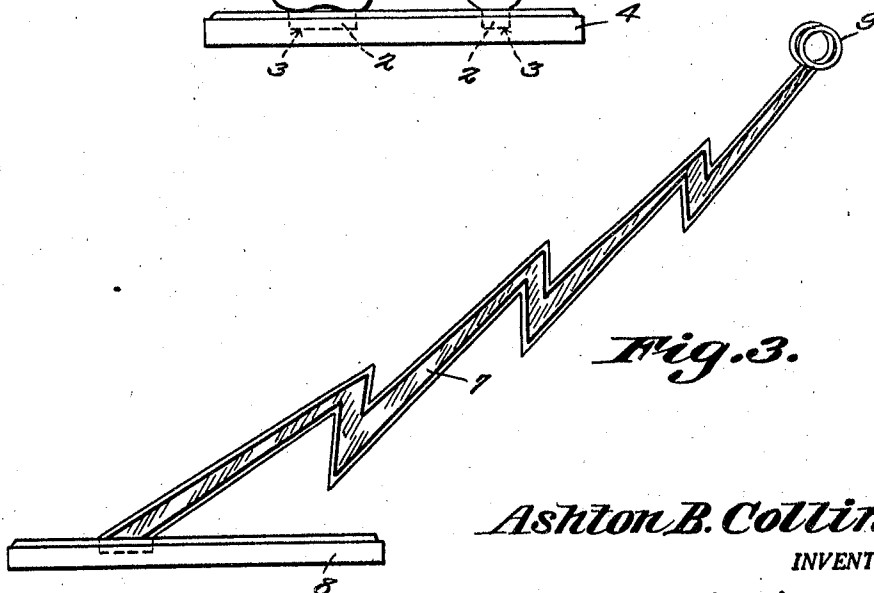


Fig. 3.

Ashton B. Collins

INVENTOR.

BY *Chas. Snowdon*

UNITED STATES PATENT OFFICE

2,349,706

DISPLAY DEVICE

Ashton B. Collins, Birmingham, Ala.

Application December 5, 1941, Serial No. 421,804

1 Claim. (Cl. 40—126)

This invention relates to a display device designed primarily for holding cards containing advertising matter, one of the objects being to provide a structure of simple and inexpensive construction which acts to direct instant attention to the supported object, thereby increasing the value of the advertising medium employed.

Another object is to utilize a display device simulating the conventional illustration of a lightning flash and extending from a supporting base to a card holder or the like, the construction of the device being such that when subjected to external light rays, brilliant clearly distinguishable streaks will appear along the device from the base to the holder, thereby giving the effect of a lightning flash without, however, utilizing any light other than the sun or other rays cast upon the article.

A still further object is to utilize a display device especially applicable to carrying advertising matter appertaining to the electrical industry without, however, requiring special applied or built-in illuminating elements.

With the foregoing and other objects in view which will appear as the description proceeds, the invention consists of certain novel details of construction and combinations of parts herein-after more fully described and pointed out in the claim, it being understood that changes may be made in the construction and arrangement of parts without departing from the spirit of the invention as claimed.

In the accompanying drawing the preferred forms of the invention have been shown.

In said drawing

Figure 1 is a front elevation of a display device embodying the present invention and simulating multiple lightning flashes extending between a base and a holder for cards or the like.

Figure 2 is a section on line 2—2, Figure 1.

Figure 3 is a front elevation of another form of the invention.

Referring to the figures by characters of reference, 1 designates an elongated body comprising a length of molded translucent plastic provided at one end with one or more blade-like extensions 2 removably seated in grooves 3 formed in a base 4. The parts are held together preferably by friction.

The upper portion of the body 1 carries a clip 5 proportioned to hold a card C or the like.

The body 1 has its edges beveled toward one face of the body, as shown at 6, and is of zig-zag contour simulating the conventional illustration of a lightning flash.

An important feature of the invention is the fact that it is formed of a translucent plastic preferably of a reddish or "fire" color. The

depth of the color is uniform except where the member is thinned along its edges by beveling. Here the light rays pass through more freely with the result that a bright streak of light in high contrast to the remaining portions of the device, is produced along each straight edge. These light streaks define pronounced outstanding zig-zag streaks leading from the base 1 to the clip 5 thereby directing immediate attention to the supported card.

The desired effect can be enhanced by subjecting the device to moving light rays or by forming it of a plastic responsive to the action of black light or rays below the visible spectrum.

Some plastics from which satisfactory results have been obtained are cellulose acetate and "Edgeglow Plastacele."

Obviously the shape of the display device can be made to meet the tastes of the user. In Figure 1 it is in the form of the well-known advertising character "Reddy Kilowatt" one hand of which constitutes the clip, whereas in Figure 3 it has been illustrated merely as a single flash 7 leading from a base 8 to a clip 9. In both forms, however, the same result is obtained in the same way.

This display device has been used to excellent advantage as an advertising medium for the electrical industry and is effectively used for counter displays and at other places where electric wiring is not available or is undesirable. Under these conditions the ordinary illumination of the area in which the device is located will be ample to produce the simulated flashes desired.

What is claimed is:

A display device for use by the electric power industry for symbolizing electricity and simulating an active electrical discharge without the use of artificial light, said device including a holding element for a card or the like, a base, and a connection between the base and holding element, said connection comprising a flat substantially stiff translucent material of uniform color having marginal portions of zig-zag contour simulating the conventional illustration of a lightning flash and extending from the base to said element, said marginal portions being beveled to reduce the depth of color at the edges of the connection and being responsive to the rays of daylight when viewed at changing angles, thereby to produce zig-zag flashes of refracted light in streaks leading from the base to the holding element and distinguishable in color and intensity of light from the flat portion of the connection thereby to simulate with the refracted light, changeable streaks of lightning flashing from the base of the holding element.

ASHTON B. COLLINS.