March 15, 1960 J. ZUCKERMAN 2,928,197

SUSPENDED DISPLAY DEVICE

Filed Dec. 29, 1958

FIG. 1.

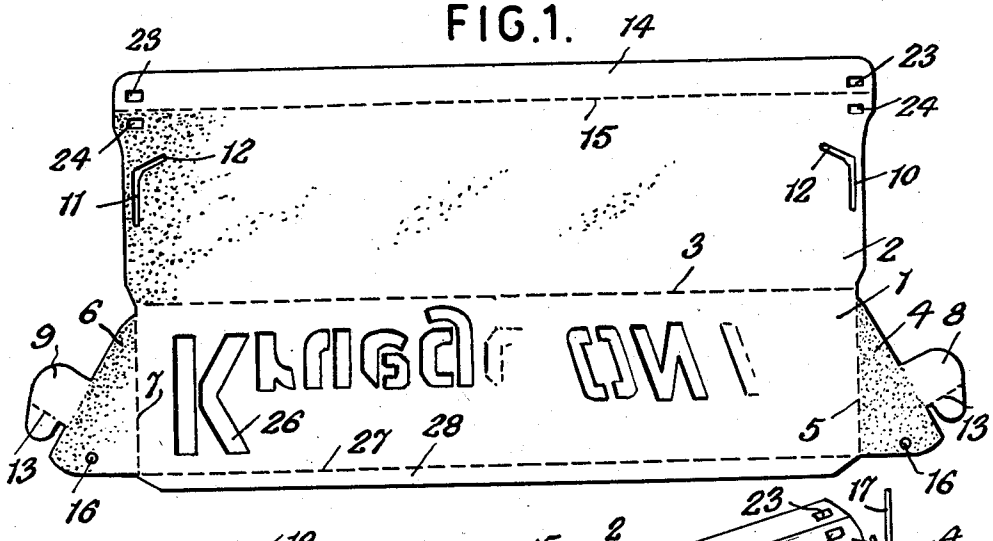


FIG. 2.

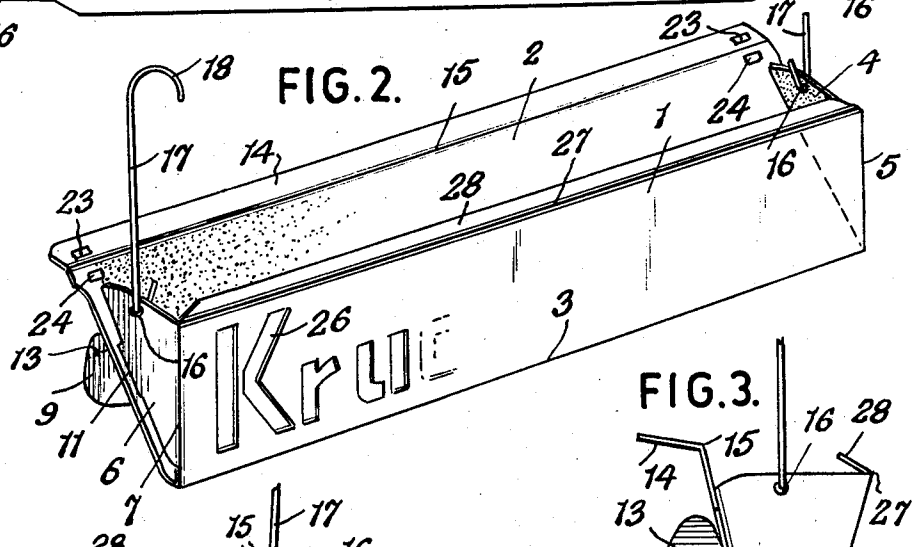


FIG. 4.

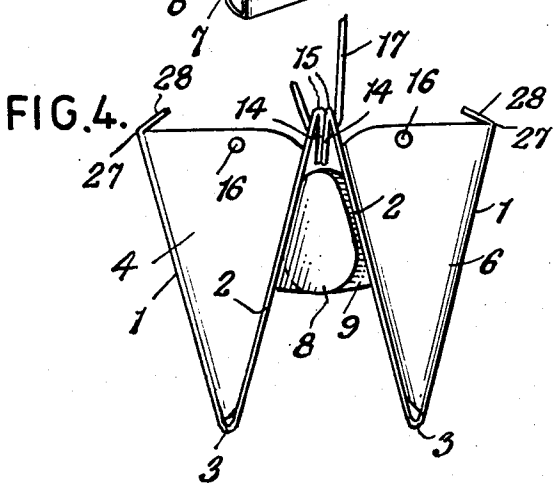
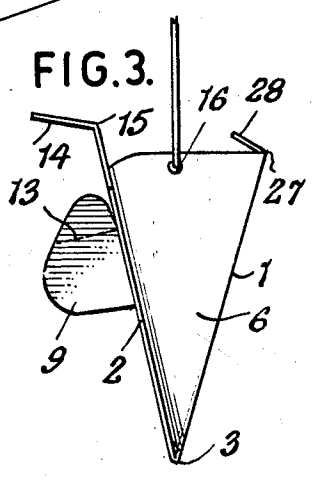


FIG. 3.



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SUSPENDED DISPLAY DEVICE

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Application December 29, 1958, Serial No. 783,263

3 Claims. (Cl. 40—130)

This invention relates generally to display devices and has particular reference to a sign useful for advertising and for other purposes, of the type in which overhead illumination is reflected forwardly through a display panel, usually apertured. This application is a continuation-in-part of co-pending patent application Serial Number 743,051, filed June 19, 1958.

It is a general object of the invention to provide a practical device which can be inexpensively manufactured from foldable sheet stock, such as cardboard, stored or shipped in flattened or "knock-down" condition, and readily set up for use.

It is a more specific object of the invention to provide a display device adapted to be suspended in a unique manner near or adjacent to a light source to reflect the light through an apertured display panel forming a part of the device. It is a feature of the invention to provide means whereby the display device can be readily suspended either singly or in back-to-back relationship with another similar display device.

Another specific object of the invention is to provide, in a display device of this character, means by which balanced suspension of the device will be had, thus permitting the unit to be suspended by simple suspension hooks or wires. The improved device includes means by which two of the units may be placed together and suspended by a common suspension means in such a way that they will cooperate to maintain a proper aligned back-to-back relationship with their display panels at suitable inclinations.

A preferred way of achieving these objects, and such other advantages as may hereinafter appear, is illustrated in the accompanying drawings, in which—

Fig. 1 is a face view, looking at the inside face, of a blank from which the display device may be made;

Fig. 2 is a perspective view of the display device, hung as a single unit;

Fig. 3 is an end elevational view of the device; and

Fig. 4 is an end elevational view of two of the display devices placed back-to-back for suspension in such relationship.

Referring to the drawings, and more particularly to Fig. 1, there is shown a single piece of inexpensive stock, such as cardboard, from which the display device may be formed. The blank shown is provided with a front or display panel 1 and a reflector panel 2. These panels are hingedly connected together along the score line 3. In its set-up form, the device is folded on the score line 3 to arrange the panels at an upwardly divergent angle and to bring the reflector panel 2 behind the front panel 1, as clearly shown in Fig. 2.

At one end of the front panel 1 is a triangulated wing 4, foldable rearwardly on the score line 5. A similar wing 6 is located at the opposite end of the panel 1, foldable rearwardly on the score line 7. Each of the wings is provided with a hook-shaped tab on one edge, that on the wing 4 being indicated at 8, and that on the wing 6 being indicated at 9. The tab 8 is intended to be

inserted through a slot 10 formed in the rear panel 2 near one of its ends, and tab 9 is intended for insertion through a similar slot 11 formed in the rear panel near the opposite end of that panel. The slots 10 and 11 have angular ends 12 and each tab 8 and 9 is scored as indicated at 13. This arrangement is such that the tabs may be folded on the lines 13 to an extent to enable them to pass through the respective slots 10 and 11 and then unfolded or flattened to lock them behind the rear panel. The tabs 8 and 9 are of substantial size and perform a spacing function presently to be described.

Adjacent to its free longitudinal edge the reflector panel 2 is provided with a strip 14 foldably joined to the reflector panel along the fold line 15. The strip may be folded rearwardly to bring it down behind the rear panel.

The inside face of the reflector panel 2 is coated with a reflective material in the form of paint, ink or other surfacing, and may if desired be of brilliant coloring, so that light striking it is reflected forwardly through the cut-out lettering 26 provided in the front panel 1, whereby the effect of an internally illuminated sign is attained. The inside surfaces of the wings 4 and 6 may also be coated with reflective material. The upper edge of the front panel 1 may be reinforced or stiffened by the flange 28 folded inwardly on the score line 27.

Formed in the wings 4 and 6 are holes 16 located near the top edges of the wings, these holes receiving the hooked ends of wire suspension members 17 provided at the top with hooks 18 for engaging suitable supports below or adjacent to a source of light. The holes 16 are in substantial vertical alignment with the center of gravity of the device when it hangs alone, as shown in Figs. 2 and 3, with its reflector and display panels 1 and 2 at proper angularities to achieve a display result of maximum effectiveness.

Provided in the strip 14 adjacent to its opposite ends are apertures 23, and similar openings 24 are provided in the reflector panel 2 adjacent to the fold line 15. The arrangement of the apertures 23 and 24 is such that when the strip 14 is folded down behind the reflector panel 2 on the fold line 15, the apertures 23 will align with holes 24 to permit passage of the hooked ends of the suspension members 17 through the aligned apertures.

In Fig. 2, the display device or sign is shown as it appears when used singly. The suspension members 17 are shown in engagement with the holes 16.

In the arrangement shown in Fig. 4, two of the display units have been placed back-to-back, and the strips 14 have been folded downwardly behind the reflector panels whereby the two strips 14 are in facial contact. The tendency of these two strips to bring themselves into the planes of the reflector panels on which they are formed causes them to exert pressure against one another, and as a result they hold the two units in proper aligned relationship, with the two front panels displayed at similar angles for easy viewing. The tabs 8 and 9 interposed between the rear panels of the two units act as spacing elements, and cooperate with the strips 14 in preventing inward swinging movement of the two units in a direction toward one another. The cooperative action of the folded strips 14 and the rearward projection of the tabs 8 and 9 is such that when the two display units are connected back-to-back as above described, the effect of a single double-sided display is the result. When two of the display units are connected together as shown in Fig. 4, the common suspension members 17 have their lower hooked ends passed through the several aligned apertures 23 and 24, thus suspending the two units from a central point and assuring perfect balance for the duplex structure thus provided.

Through the arrangement decribed, a thoroughly practical display device is provided which can be optionally

used singly or with a companion, and in both instances the result will be an effective, sturdy, well-balanced, easily-hung sign.

It is to be understood that many of the details herein described and illustrated may be modified by those skilled in the art without necessarily departing from the spirit and scope of the appended claims.

What is claimed is:

1. A display device comprising a pair of display units of triangular cross-sectional form placed back-to-back, each unit having a front and a rear panel and having end panels connecting the front and rear panels, the end panels having tabs extending through the rear panels and projecting rearwardly beyond the same so as to act as spacing elements to keep the rear panels of the two units in specific angular relationship to one another, each of the rear panels being provided at the top with a rearwardly downturned strip, the strips on the units being in facially contacting relation between the rear panels and aiding in the spacing of the two units, and a common suspension means passing through the rear panels and through the strips to suspend the two units in back-to-back relationship and to retain the two strips in juxtaposition.

2. A display device fabricated entirely of a single sheet of cardboard and comprising a pair of upwardly divergent front and rear panels connected together along their lower edges, said front panel having apertures and said rear panel having a reflective coating for transmitting light through said apertures, a pair of wings extending rearward from opposite ends of said front panel to said rear panel to close the space between said panels, a tab

extending from each wing through said rear panel spaced below the upper edge thereof and rearward beyond the rearmost region of said rear panel, and a strip extending along the upper edge of said rear panel and connected to the latter by a fold line for swinging movement to a position depending from the upper edge of said rear panel, said wings being provided in their upper regions with hanger-receiving openings located substantially directly over the center of gravity of the device when said front and rear panels diverge upwardly, and said rear panel and strip being provided adjacent to each wing with a pair of openings adapted to register when said strip is swung to its depending position for receiving hangers, whereby said display device is adapted to be arranged back-to-back with a similar display device for receiving common hangers through said pairs of openings with the strip of one device in facing engagement with the strip of the other and the tabs of each device being engageable with the rear panel of the other device to space apart the lower regions of said devices and maintain the same with their front and rear panels in upwardly divergent relation.

3. A display device according to claim 2, said rear panel being formed with slots receiving said tabs to maintain the latter in rearwardly extending relation.

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