June 9, 1931. E. G. GOUDEY ET AL 1,809,688

DISPLAY SIGN

Original Filed July 30, 1927 2 Sheets-Sheet 1

Fig. 1.

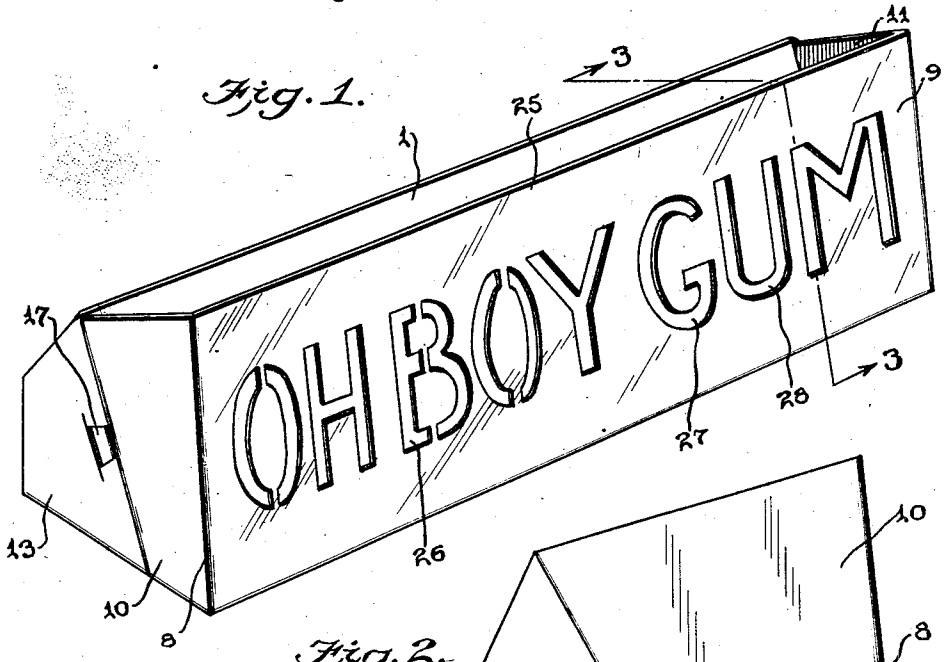


Fig. 2.

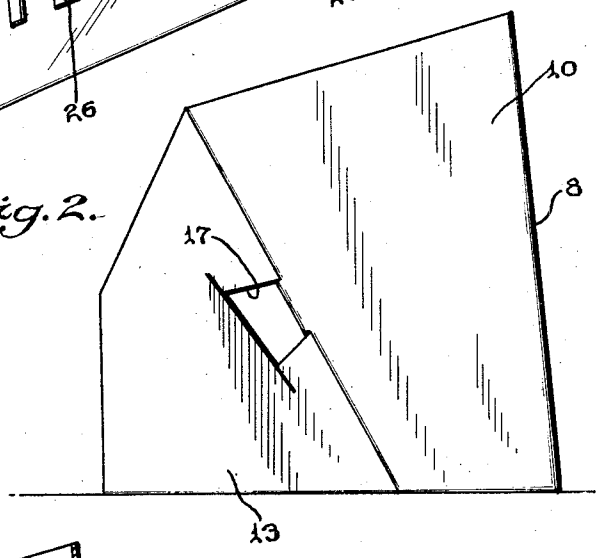
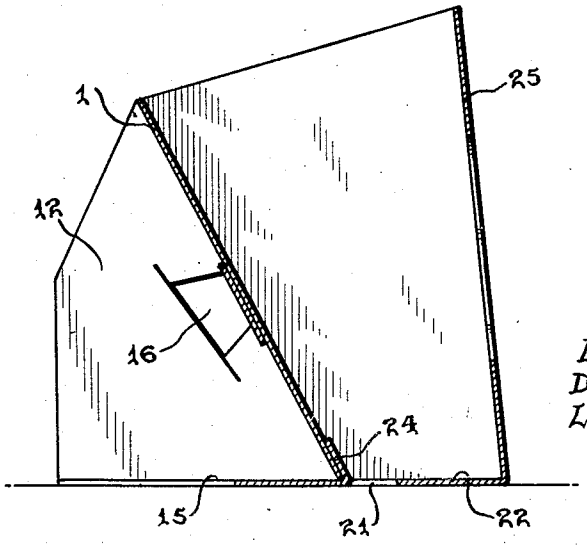


Fig. 3.



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Fig. 4.

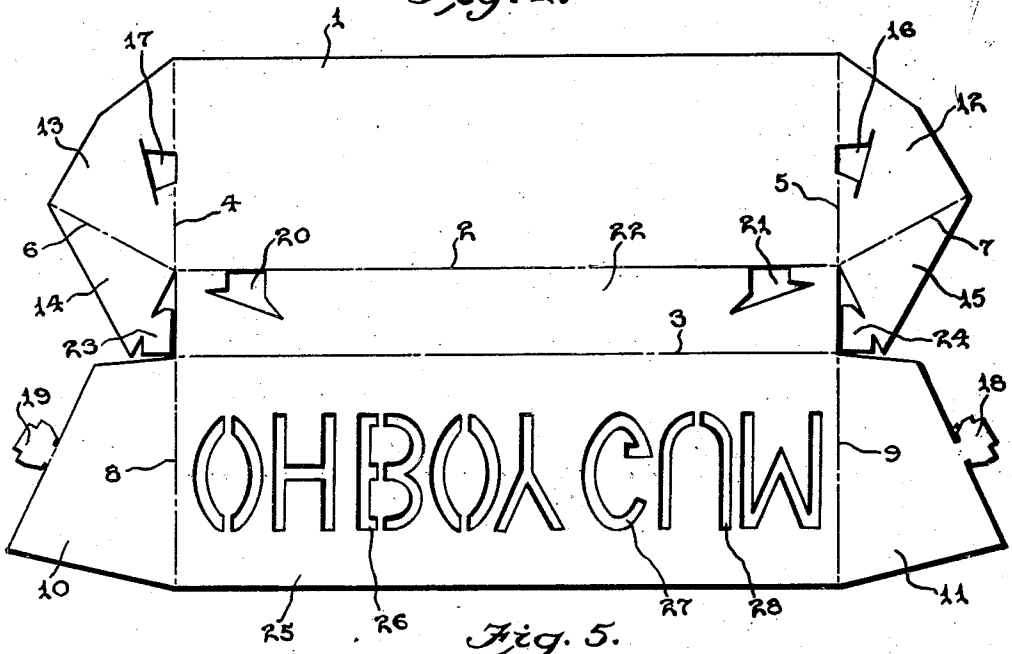


Fig. 5.

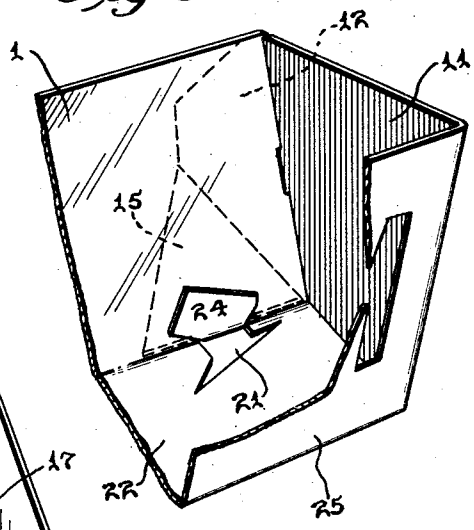
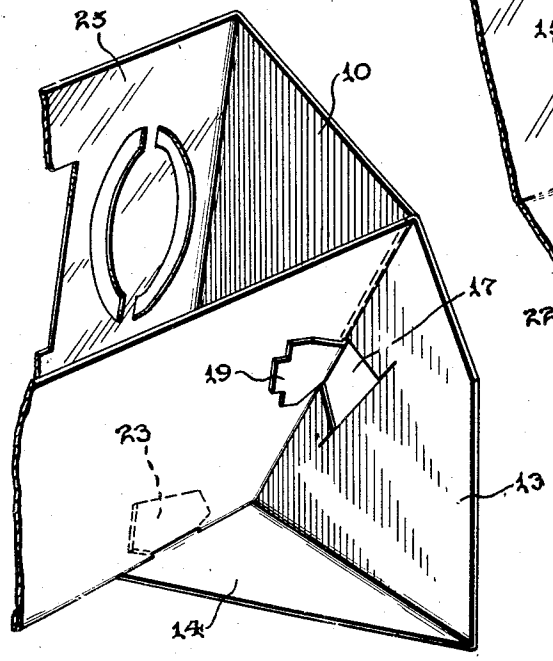


Fig. 6.



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UNITED STATES PATENT OFFICE

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DISPLAY SIGN

Application filed July 30, 1927, Serial No. 209,474. Renewed November 5, 1930.

This information relates to improvements in display signs, particularly in the sign constructed in such a manner as to give the appearance of illumination when set up in position.

An object of this invention is to provide a display sign which may be inexpensively constructed and will function to give a variety of color effects having the appearance of colored illuminations.

A further object of this invention is to provide a display sign which will give the effect of different combinations of colors than those indicated on the outer surface of the device, the color combinations being easily adapted to the requirements of different advertisers.

Another object of this invention is to provide a display sign made from a single piece of material and having an efficient interlocking means for holding the device in operative relationship when brought into folded condition, the interlocking end elements being formed so as to privide efficient locking features, at the same time furnish a suitable means for support, in an upright position, of the sign.

Other objects of this invention will be disclosed in the detailed description of the device and as set forth in the two sheets of drawings which are herewith made a part of this application.

In the drawings—

Figure 1 illustrates a perspective view of the display sign in folded and interlocked relationship.

Figure 2 represents an end view of Figure 1 disclosing the interlocking feature and method of retaining the sign in operative position.

Figure 3 illustrates a sectional view of Figure 1 taken along line 3—3.

Figure 4 illustrates a plan view of the single piece of material opened out before brought into folded and interlocked relationship.

Figure 5 discloses a perspective view of one end of the display sign with sections broken away in order to more clearly disclose the interlocking feature.

Figure 6 illustrates a perspective view of one end of the display sign disclosing clearly the supporting features of the device.

The display sign, according to this invention, comprises a single piece of material made from cardboard or otherwise, and formed in such a manner that it may be folded along the lines 2, 3, 4, 5, 6, 7, 8 and 9, thereby forming a trough-shaped device having closed ends, sides and bottom portions. The end portions of the device comprise properly shaped elements 10 and 11. In order to properly support the display sign when the different elements have been brought into assembled relationship, suitably formed extensions 12 and 13 are adapted to be folded along the lines 4, 5, 6 and 7 in such a manner as to form, together with the auxiliary flap portions 14 and 15, efficient bracing and bracket elements.

In order to securely interlock the folded ends together in operative relationship, suitably formed openings 16 and 17 are made in flap extensions 12 and 13 for receiving cooperating interlocking elements 18 and 19 which extend from the flap portions 10 and 11. Openings 20 and 21 are formed in the base portion 22 of the device for receiving cooperating interlocking elements 23 and 24 which extend from the bracing elements 14 and 15. When the single piece of material has been folded and interlocked as above described, a trough-shaped device is formed having the element 1 extending at an oblique angle rearwardly of the front element 25. The display sign according to this invention is preferred to be formed so that the rear element 1 will extend upwardly and rearwardly at a less angle to the base of the device than the front element 25, it being understood that in both instances the rear and front elements 1 and 25 extend at an angle less than 90°. One of the prime reasons for forming the display sign having the rear and front portions as disclosed is to provide proper reflecting qualities from the interior surface of the display sign, it being understood that the front element 25 is to be provided with suitably formed openings 26, 27 and 28 and the like; these openings may be outlines of letters, figures, pack-

ages or any suitable design, the reflection from the colored interior of the sign being reflected through the openings, thereby giving the appearance of an illuminated display device.

In operation, this display sign provides a device which may be inexpensively made and function to give the appearance of an illuminated article, at the same time providing a very efficient interlocking means at the ends of the sign, not only holding firmly the different elements of the device together, but establishing a firm brace against which the main body portion of the display sign will rest. Among the various advantages of this display sign, in addition to the appearance of illumination, are the interlocking elements and the fact that different colored illuminanting effects may be obtained by merely altering the color on the inside surfaces of the sign, particularly the inside surface of the rear element.

It is apparent that a multiplicity of combinations may be easily attained for adaptation to the requirements of different advertisers as may be desired. The cut-out in the front panel may be varied without affecting the merits of this invention and include the details of figures, numerals, articles, such as packages, or otherwise.

In setting up the sign the general directions may be considered as follows:

Place the sign in its open condition with the lettering in the natural reading position, bend the flaps 15, 13 and 14 so that the tongue elements 23 and 24 may be inserted in slots 20 and 21. Push the tongue portions 23 and 24 into the narrow portion of the slot beyond the scored line 2. When the rear panel 1 is bent back at the proper angle, panel 22 locks the tongues 23 and 24 in place. Then bend the rear panel back so that it is nearly parallel to the front panel 25, thereby forming a suitable background for the cut-out design in the front panel. Bend the flaps 10 and 11 over the ends of the device and place the tongue portions 18 and 19 through openings 16 and 17, manipulating the tongue elements until proper interlocking has been accomplished.

It is understood that substitutions and alterations may be made in the above disclosure within the scope of the claims without affecting the merits of this invention.

What we claim is:—

1. A display device formed from a single blank of material comprising front, bottom, end, back and supporting members, the ends consisting of extensions of the front member and having tabs adapted to engage the back member, and the supporting members consisting of extensions of the back member adapted to be folded back exteriorly of the main device and parts thereof adapted to be bent into the plane of the bottom and having tabs adapted to engage the bottom member, the front member having display indicia thereon and the rear member serving as a reflector of light to facilitate the display carried by said front member.

2. A display device formed from a single blank of material comprising front, bottom, end, back and supporting members, the ends consisting of extensions of the front member and having means adapted to engage the back member, the supporting members consisting of extensions of the back member adapted to be folded back exteriorly of the main device, and means forming a part of said supporting members to secure said supporting members in place, the front member having display indicia thereon and the rear member serving as a reflector of light to facilitate the display carried by said front member.

3. A display device formed from a single blank of material comprising front, bottom, end, back and supporting members, perforations in the front member to form advertising matter, the bottom, back and end members suitably covered with coloring matter for reflection through the perforations in the front member, the front and back members inclined at an angle to each other to better facilitate the reflection of light rays, the ends consisting of extensions of the front member having means adapted to engage the back member, the supporting members consisting of extensions of the back member adapted to be folded back exteriorly of the main device, and means forming a part of said supporting members to secure said supporting members in place.

In testimony whereof we affix our signatures.

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