

H. F. JACKSON.
 ADVERTISING DEVICE.
 APPLICATION FILED AUG. 3, 1922.

1,438,440.

Patented Dec. 12, 1922.
 2 SHEETS—SHEET 1.

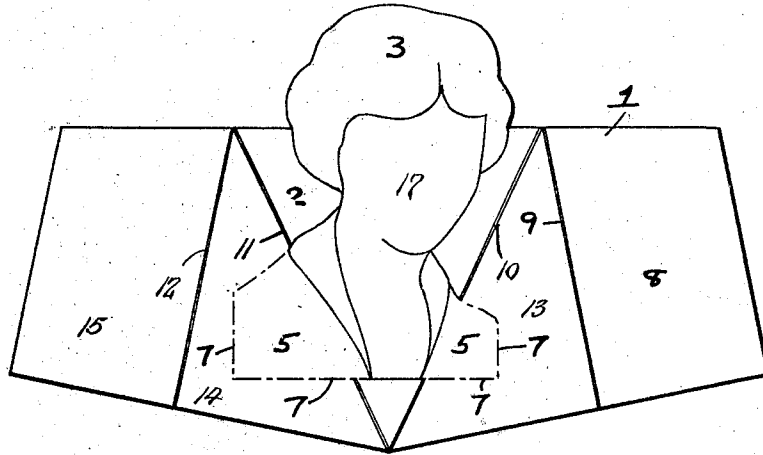


Fig. 1.

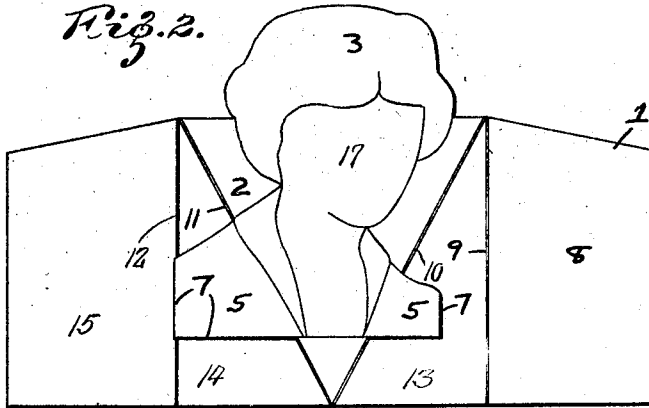


Fig. 2.

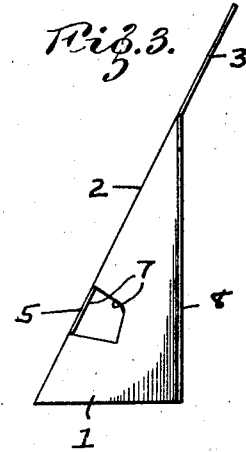


Fig. 3.

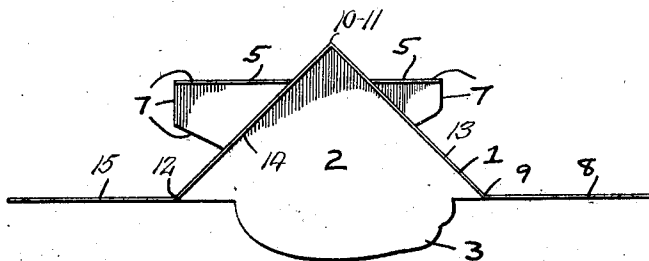


Fig. 4.

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2 SHEETS—SHEET 2.

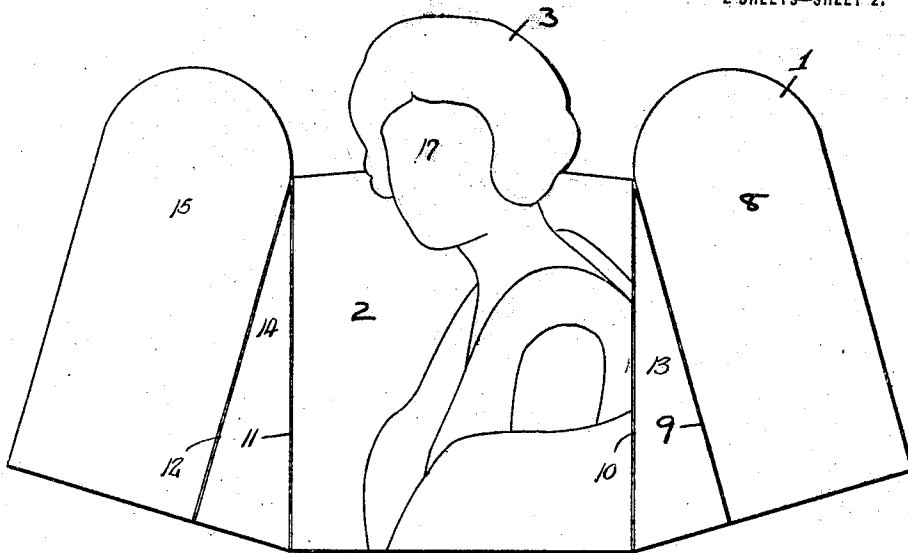


Fig. 5.

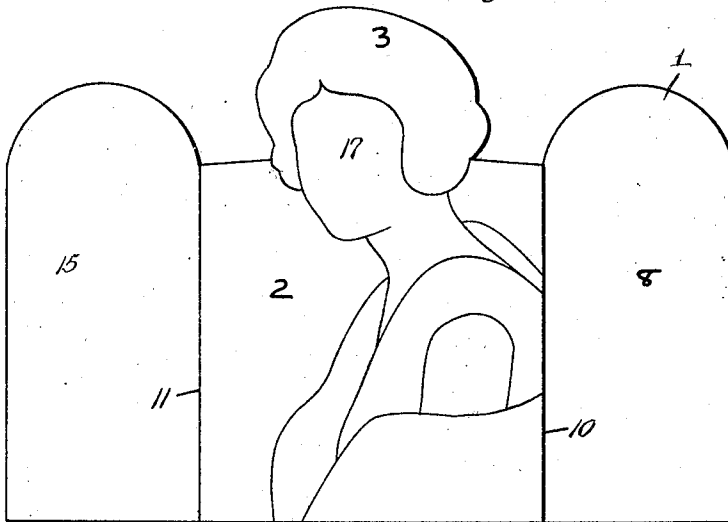


Fig. 6.

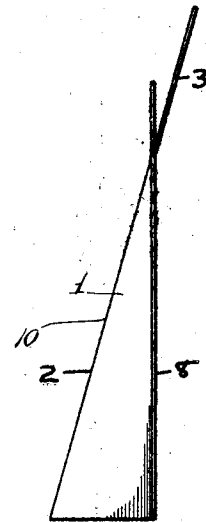


Fig. 7.

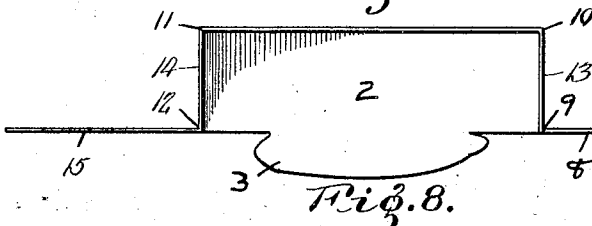


Fig. 8.

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UNITED STATES PATENT OFFICE.

HARVEY F. JACKSON, OF BROOKLYN, NEW YORK, ASSIGNOR TO L. R. CONWELL, OF NEW YORK, N. Y.

ADVERTISING DEVICE.

Application filed August 3, 1922. Serial No. 579,328.

To all whom it may concern:

Be it known that I, HARVEY F. JACKSON, a citizen of the United States, and a resident of borough of Brooklyn, city of New York, county of Kings, State of New York, have invented an Improvement in Advertising Devices, of which the following is a specification.

This invention relates to advertising devices, and with regard to certain more specific features, to a combined picture or the like and support therefor.

Among the several objects of the invention may be noted the provision of a simple and inexpensive device for displaying a picture or suitable legends or the like; and the provision of a strikingly attractive device of this type which can be made from a single blank and shipped flat. Other objects will be in part obvious and in part pointed out hereinafter.

The invention accordingly comprises the features of construction, combinations of elements and arrangements of parts, which are exemplified in the description hereinafter in connection with the accompanying drawings, and the scope of the application of which will be indicated in the following claims.

In the accompanying drawings, in which are illustrated two of various possible embodiments of the invention,

Fig. 1 is a face view of the device shown flat;

Fig. 2 is a front elevation of the device in display position;

Fig. 3 is a right side elevation of Fig. 2;

Fig. 4 is a bottom view of Fig. 2;

Fig. 5 is a view similar to Fig. 1, showing a modification;

Fig. 6 is a front elevation of the device of Fig. 5, showing it in display position.

Fig. 7 is a right side of elevation of Fig. 6; and

Fig. 8 is a bottom view of Fig. 6.

Similar reference characters indicate corresponding parts throughout the several views of the drawings.

Referring now more particularly to Figs. 1 to 4 of the accompanying drawings, there is illustrated at 1 a device formed of a single sheet of suitable material such as patent coated solid manila. For a size such as 18x44 inches, a thickness of 25 points is suitable.

The device may take a variety of forms. In Figs. 1 to 4, the middle portion 2 of the device carries the picture of a girl, having a head portion 3 extending above the main body of the device and having shoulder portions 5 adapted to be cut from the main body of the device along the lines 7, so that when the device is folded for display the shoulder portions stand out in front of the main body of the device, as is shown in Fig. 4, for example. The side portions 8, 15 stand at the rear of and at an angle to the main portion 2.

In making the device shown in Fig. 1, only two operations are required, namely, lithographing or equivalent, and die-cutting. The double lines 9, 10, 11 and 12 indicate scoring, to facilitate bending of the device from the flat or shipping form shown in Fig. 1 to the display form shown in Figs. 2 to 4.

Part of the device rests upon the floor or show case or the like, in a plane in advance of the other parts of the base. This fact coupled with the fact that the device is of one piece, with scoring converging toward the top to make the device stable, ensures the rigidity and stability necessary for display purposes, when substantially thinner material is used than is ordinarily used for devices of similar size.

In the preferred construction there are four score lines 9, 10, 11, 12 which divide the article into five parts, 8, 13, 2, 14, 15. The two outer score lines 9, 12 converge toward the top. The two inner score lines 10, 11 begin adjacent the upper end of the outer score lines 9, 12 and converge toward the bottom. The part 2 which is included between the inner score lines 10, 11 bears a design 17, such as the picture of a person or article or a suitable legend, for example, and is inclined rearwardly when in display position. The parts 8, 15 which are on the outside of the outer score lines 9, 12 are in an approximately vertical position and substantially in alinement with each other when the device is set up for display. The parts 13, 14 which are on the outside of the inner score lines 10, 11 form an angle with the center part 2 and the outer parts 8, 15 and form the connecting links between the outer parts 8, 15 and the center part 2.

It will be seen that no extraneous supports are required, and no gluing or expensive

folding is required, either in manufacture or installation of the article.

By having the sides of the article disposed to the rear of the central portion, the central portion appears to stand out from the rest and to present a striking appearance.

In Figs. 5 to 8 is shown a modified form, in which the protruding portions 5 are omitted. In this form no cutting is required within the contour of the article.

The articles of both types herein illustrated may be shipped flat, and may be readily folded into shape for use by comparatively unskilled labor.

From the above it will be seen that the several objects of the invention are attained and other advantageous results achieved.

As many modifications of the embodiments above illustrated might be made without departing from the spirit or scope of the present invention, it is intended that the above description and accompanying drawings and claims shall be interpreted as illustrative and not in a limiting sense.

I claim:

1. An advertising device comprising a one-piece body having four score lines extending from top to bottom of the device and dividing the article into five parts, each outer line and adjacent inner line converging toward the top, the part included between the inner lines bearing a design and inclined rearwardly when in display position, the parts outside the outer lines being in an approximately vertical position and in approximate alinement with each other when the device is set up for display, the parts on the outside of the inner lines forming an angle with the center part and with the outer parts and connecting the outer parts and the center part.

2. An advertising device comprising a one-piece body having four score lines dividing the article into five parts, the outer lines converging toward the top, the inner lines beginning adjacent the upper end of the outer lines and extending to the bottom, the part included between the inner lines bearing a design and inclined rearwardly when in display position, the parts outside the outer lines being in an approximately vertical

position and in approximate alinement with each other when the device is set up for display, the parts on the outside of the inner lines forming an angle with the center part and with the outer parts and forming the connecting links between the outer parts and the center part.

3. An advertising device comprising a one-piece body having four score lines dividing the article into five parts, the outer lines converging toward the top, the inner lines beginning adjacent the upper end of the outer lines and converging toward the bottom, the part included between the inner lines bearing a design and inclined rearwardly when in display position, the parts outside the outer lines being in an approximately vertical position and in approximate alinement with each other when the device is set up for display, the parts on the outside of the inner lines forming an angle with the center part and with the outer parts and forming the connecting links between the outer parts and the center part.

4. An advertising device comprising a body having four score lines dividing the article into a central part, two outer parts and two intermediate parts, the outer lines converging toward the top, the inner lines beginning adjacent the upper end of the outer lines and extending to the bottom, the central part bearing a design and being inclined rearwardly when in display position, the design extending beyond the inner lines and being cut at its outline in said intermediate part whereby such extended portion of the design stands out from the intermediate part when the device is in display position, the outer parts being in an approximately vertical position and in approximate alinement with each other when the device is set up for display, the intermediate parts forming an angle with the center part and with the outer parts and forming the connecting links between the outer parts and the center part.

In testimony whereof, I have signed my name to this specification this 2 day of August, 1922.

HARVEY F. JACKSON.