July 1, 1930. G. LINDSEY 1,769,377

SHOWCARD OR THE LIKE

Filed Aug. 31, 1928

FIG. 1.

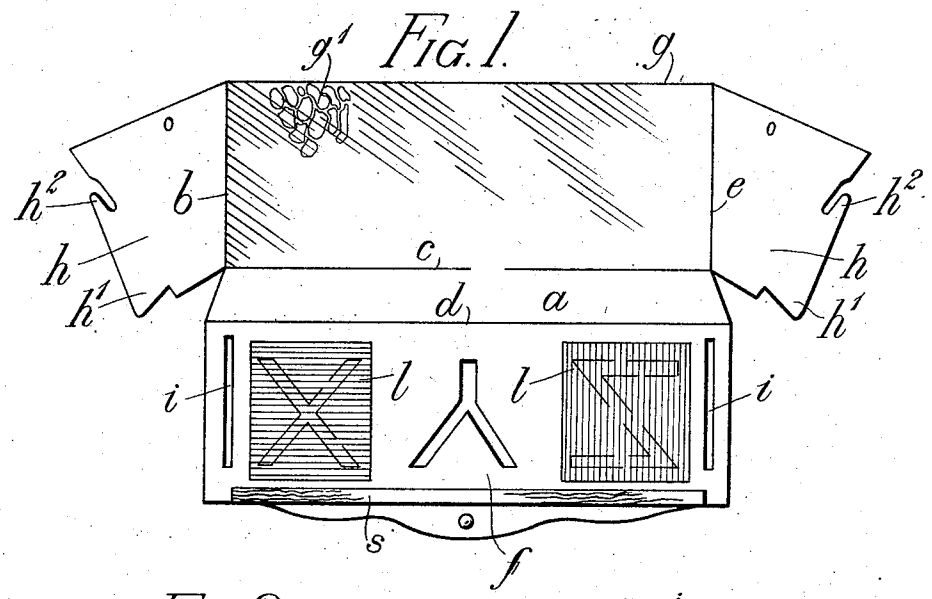


FIG. 2.

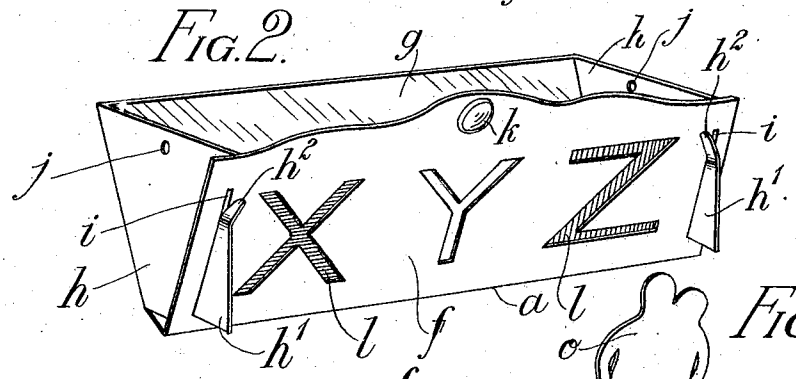
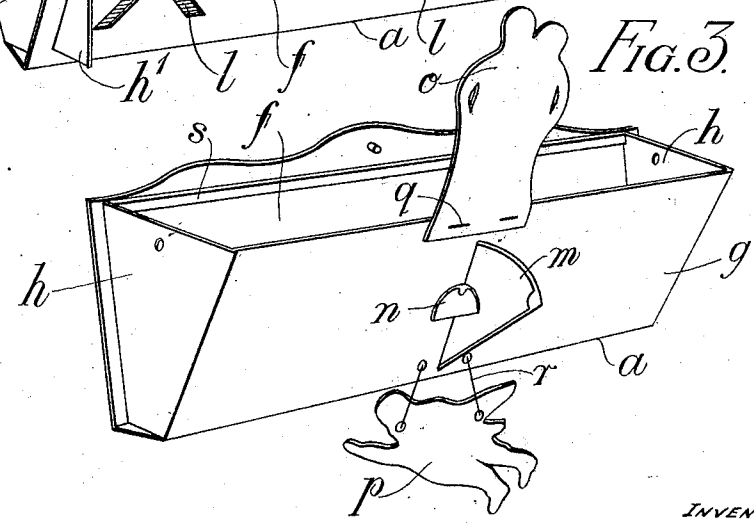


FIG. 3.



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UNITED STATES PATENT OFFICE

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SHOW CARD OR THE LIKE

Application filed August 31, 1928, Serial No. 303,338, and in Great Britain December 19, 1927.

This invention refers to showcards for advertising purposes of the type having a rear inclined reflective surface by means of which the display matter is illuminated by light reflected from above or beneath or by light rays transmitted directly from the rear.

The primary advantages of the invention are that the entire body of a showcard of the type referred to including the matter of display can be cut or stamped integrally from a single sheet of cardboard or other appropriate material and quickly assembled ready for use yet is conveniently collapsible and capable of being packed for transit in flat condition.

Now according to the present invention I provide a collapsible showcard or the like adapted to be cut or stamped from cardboard or other material and to be folded up to form a box-like structure having a relatively inclined display face and rear reflective wall, the latter being adapted to reflect light from above to and through the said display face and end walls adapted to interlock and secure the display face and rear walls together.

In order that the present invention may be clearly understood and more readily carried into effect it is hereinafter described with reference to the accompanying drawings, in which:—

Figure 1 is a plan view of the blank viewed from the inside;

Figure 2 is a front perspective view of the showcard; and

Figure 3 is a rear perspective view thereof showing also the provision of the top and bottom additions.

As shown and in carrying out the invention a sheet of cardboard *a* is cut to the required shape shown in Figure 1 for the purpose hereinbefore stated and suitably creased in parts *b*, *c*, *d* and *e* so as to fold readily into its finished formation. When so folded as in Figures 2 and 3 and adapted to reflect light from above to and through the display face *f* the apparatus takes the form of a box like construction of substantially an inverted pyramidal shape in transverse section with the apex thereof for preference truncated as here shown having a rear wall *g* lined interiorly with a light reflective surface *g'* preferably of uneven character. Conveniently an embossed sheet of aluminum foil may be employed as a reflective lining *g'* or any bright, plain or embossed material may be employed. Said rear wall *g* is inclined from its base outwardly to the face *f* of the showcard. The interior of the structure is enclosed by a vertical wall *h* at each end.

Said end walls *h* which may be also light reflective are suitably creased at *b*, *e* at right angles to the rear wall *g* and folded backwards towards the display face *f* to which they are secured by passing tongue-like portions *h'* thereon through narrow upright slots *i'* suitably formed in the display face *f*. For the purpose of constituting a stand for placing the showcard *a* upon a counter or the like the end walls *h* may preferably extend somewhat beyond the front or rear wall. A similar effect may also be obtained by stamping or partially cutting out of the material of the rear wall *g* a sector shaped folding strut *m* which is adapted to be kept in place by means of another folding flap *n* as shown in Figure 3.

Suitably cut and creased to move as it were hinged in and from the outward extremity of each end wall *h* is a flap or tag h^2 which after its insertion through the slot *i* in the display face *f* is turned, as in Figure 2, at an angle to its base and out of alignment with the aforesaid slots *i'* in the rear wall *g* the inner edge of the tag *i* being thereby caused to abut against the outer side of the display face *f* thus forming an adjustable lock and rendering the apparatus taut.

The showcard may be formed with openings *j* in its end walls to receive a cord or cords for suspension, or provided with one or more india-rubber suckers *k* for attachment to a shop window or other such like surface.

Transparent or translucent coloured material *l* such as gelatine may be conveniently applied in the path of light serving to illumine the showcard as for instance behind the stencil like letter or design openings in the display face *f*.

If desired additional cut out representations of figures or objects *o*, *p* may be secured

to the rear wall *g*, the figure *o* being secured to the rear wall by staples or rivets *q* and extending upwardly therefrom and the figure *p* being suspended beneath the wall by cords *r*.

The top edge of the display face *f* may as shown in Figures 1 and 3 be reinforced by means of a strip *s* of wood or other material.

What I claim is:—

A sign comprising a casing having a bottom, front and rear walls extending upwardly from said bottom, and end walls carried by said rear wall and extending forwardly therefrom, slots being formed near the ends of said front wall vertically thereof and the free forward ends of the end walls being cut from their front and lower edges to form tongues having shoulders at their inner ends and adapted to be passed through the slots and limited in their outward movement by engagement of the front wall of the shoulder, the upper end portions of said tongues being reduced in width to form fingers adapted to be bent transversely and overlie the outer face of the front wall and releasably secure the end walls to the front wall, said front wall being provided with characters to be displayed and the rear wall having an inner surface constituting a reflector to direct light rays towards the front wall and illuminate the characters.

In testimony whereof I have hereunto signed my name.

GEORGE LINDSEY.