Aug. 4, 1936. A. BENNETT 2,049,638

ADVERTISING BRACKET SIGN

Filed June 25, 1935

Fig. 1.

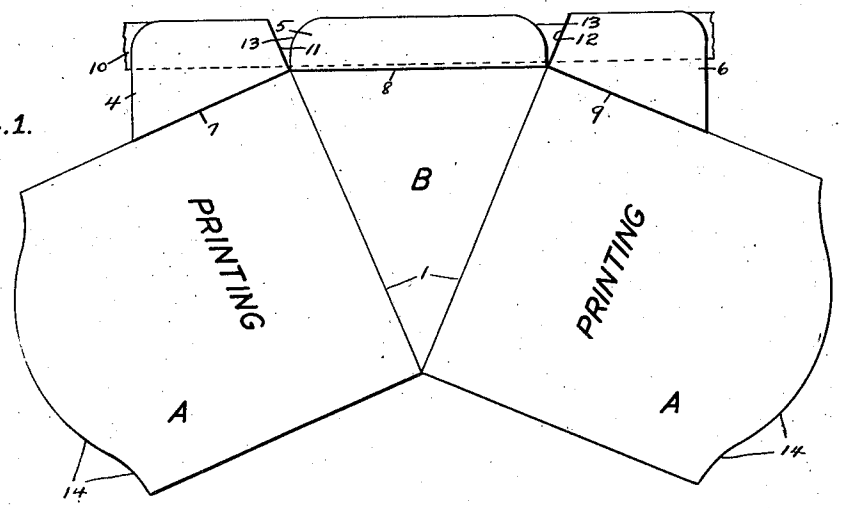


Fig. 2.

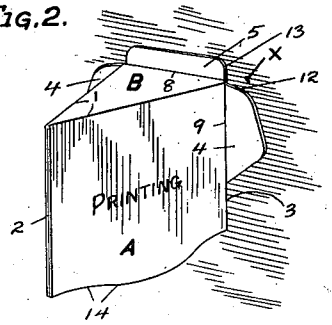


Fig. 3.

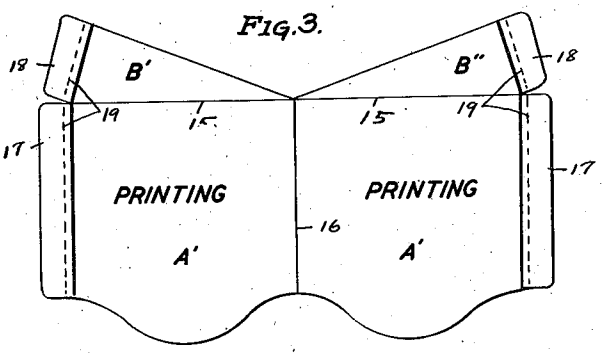
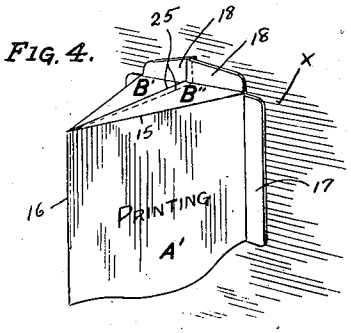


Fig. 4.



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ADVERTISING BRACKET SIGN

Arthur Bennett, San Francisco, Calif.

Application June 25, 1935, Serial No. 28,290

4 Claims. (Cl. 40—125)

This invention relates to advertising signs of the type adapted for attaching to vertical surfaces such as show-windows, walls, doors, counter sides, etc., to attract attention to the advertising matter printed or displayed thereon, and the principal object of the invention is to provide a simple cheap sign of this type which when secured to the side wall, window, etc., will form a bracket or shelf able to support some light object such as a carton of the goods advertised, bottle, jar, sample of the goods, etc. Other objects are to provide such a sign with an ever-sticky gummed edge or margin so that the sign may be readily applied to the desired supporting surface. Another object is to provide in such a sign a plurality of gummed margins which when the sign is in flat or blank form will align themselves into a straight edge or margin so that a single straight piece of ever-sticky stripping tape or its equivalent may be applied to all the desired margins at once.

Other advantages and features of the invention will appear in the following description and accompanying drawing.

In the drawing Fig. 1 is a plan view of a cardboard bracket sign in flat or blank form as scored and printed and showing the development of the blank.

Fig. 2 is a perspective view of the erected bracket sign as folded from the scored blank of Fig. 1 and secured by its flanges to a vertical wall.

Fig. 3 is a plan view of a modified form of scored blank to fold into a bracket sign.

Fig. 4 is a perspective view of the erected bracket sign as folded from the scored blank of Fig. 3 and secured to a wall.

In the preferred embodiment of my invention as shown in Figs. 1 and 2 the cardboard blank is died out to about the shape shown in Fig. 1 to form two side panels A each connected along one edge with a triangular top panel B by scored or creased lines (the light lines 1) arranged to facilitate folding both side panels straight downwards to form vertical side walls diverging from touching relation in front 2, or at the apex of the triangular top panel B to a widely spaced position at their rear vertical edges 3 when erected in position shown in Fig. 2. The rear edges of all three panels have flanges 4, 5, and 6, extending outwardly from them and are scored or creased along the rear line of the three panels as designated at 7, 8, and 9, in a manner to facilitate folding upwardly, or toward the observer of the blank in Fig. 1, or in reverse direction to the scoring or creasing of lines 1 which connect the side panels A with the triangular top B. The flanges 4, 5, and 6, are so arranged as to terminate in alignment on a straight line when the blank is flat, as designated by the upper edge of the blank in Fig. 1, so as to make it possible to gum them all in one straight line (on the under side of the blank of Fig. 1) or preferably apply a strip of ever-tacky gum stripping tape indicated at 10 for later stripping from the ever-tacky gum and leaving the gum on the margin of the flanges when ready to erect the sign and secure it to a wall. This type of ever-tacky gum stripping tape is the subject of my copending patent application filed under Serial No. 13,037. The blank is also slit through the points designated by the two short heavy lines 11, 12 to separate the panel flanges 4, 5, and 6, and preferably has certain corners cut off or died out in a rounding manner as at 13 after the tape or other gumming is applied so that the flanges will present a better appearance when erected to form the bracket sign of Fig. 2. The side panels A may likewise be cut to any desired artistic form on their lower edges as indicated at 14, and any desired advertising, printing, or pictures may be printed or otherwise impressed on the side panels as indicated, and if desired on the top panel as well, though the latter is intended for use as a shelf to support any desired article for display, for when the sign is folded to the position shown in Fig. 2 and, after removing the stripping tape, the ever-tacky gummed margins of the flanges are firmly pressed against a show window or wall X, a diagonally braced bracket of considerable rigidity is formed which is able to bear a light display article for an indefinite time, though when desired the bracket sign is easily removed without leaving gum on the wall or window, if the ever-tacky stripping tape has been used. It should, however, be noted that the sign could be secured in place by ordinary adhesives, or tacks if desired, but would not have the commercial value or practicability of the preferred form complete with its strip of ever-tacky gummed tape in place. Also, the attaching flanges could be scored to turn inwardly instead of outwardly and be gummed on the opposite sides if desired.

In the modification shown in Figs. 3 and 4 the side panels are designated A' and the top panel is formed of two sections B', B'', each connected with a scored joint 15 with a side panel, and the side panels are directly connected by

a scored joint 16 for the full height along the apex of the erected bracket sign as shown in Fig. 4 instead of at the upper corner only as the bracket of Fig. 2. When erected, the upper segments or panels B', B'', are preferably overlapped slightly as indicated at 25 in Fig. 4.

In the blank of Fig. 3 the gummed flanges 17, 18 are on the rear ends of all panels and do not form a straight run for applying the tape as they do in Fig. 1 and hence require separate pieces of tape 19 on their rear sides or other form of gumming.

From the above description it will be evident that, while cardboard is the most practical material for the blank, it may be of any sheet material stiff enough to hold its shape to meet the particular advertising requirement, also that while I show the gummed flanges of the erected brackets as extending outwardly, they may be gummed on their opposite sides instead and folded to project inwardly so as to conceal them from view between the side panels, and also that modifications in form and proportions may be made as may fall within the spirit of the invention and scope of my appended claims.

I claim:

1. An advertising device comprising a flat foldable blank of relatively stiff sheet material scored to form when folded a pair of substantially vertical rearwardly diverging side panels connected together at the upper end by a triangular panel, and laterally extending flanges on the rear ends of the panels adapted for securing to a wall to hold the panels in folded relation.

2. An advertising device comprising a flat foldable blank of relatively stiff sheet material scored to form when folded a pair of substantially vertical rearwardly diverging side panels connected together at the upper end by a triangular panel, and laterally extending flanges on the rear ends of the panels adapted for securing to a wall to hold the panels in folded relation, said flanges being of such a size and form as to fall into a substantially straight line when the blank is flat so as to facilitate the application of an adhesive thereto.

3. An advertising device comprising a flat foldable blank of relatively stiff sheet material scored to form when folded a pair of substantially vertical rearwardly diverging side panels connected together at one end by a triangular panel with scored joints extending the length of said side panels, and laterally extending flanges on the rear ends of the panels adapted for securing to a wall to hold the panels in folded relation, said flanges being of such a size and form as to fall into a substantially straight line when the blank is flat so as to facilitate the application of an adhesive thereto.

4. An advertising sign structure comprising a blank forming a pair of side panels provided at one corresponding edge each with an attaching flange joined to the panel along a scored fold line, said panels adapted to be folded to form a pair of self-bracing signs touching at their forward ends and diverging rearwardly when said flanges are secured to a wall, and a triangular panel connected to said structure filling the space between the side panels and forming a display supporting shelf when the structure is secured to the wall with the side panels in vertical position.

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