July 31, 1923. 1,463,326

F. J. KRISTOFEK

DISPLAY SIGN

Filed March 24, 1921

Fig. 1

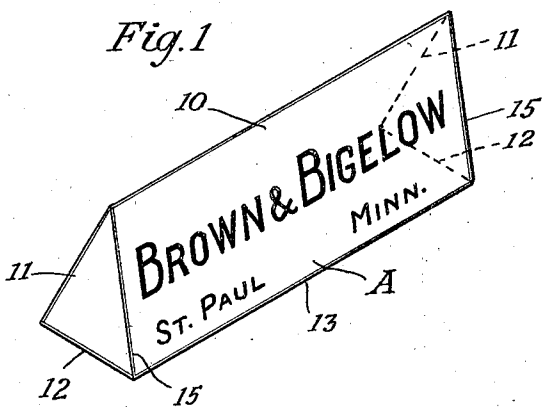


Fig. 4

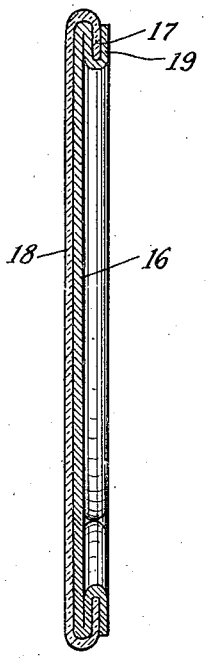


Fig. 2

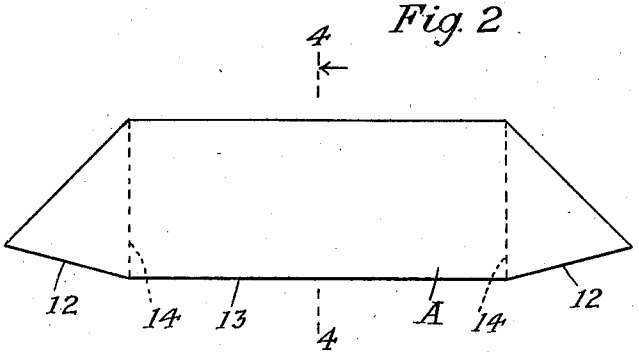
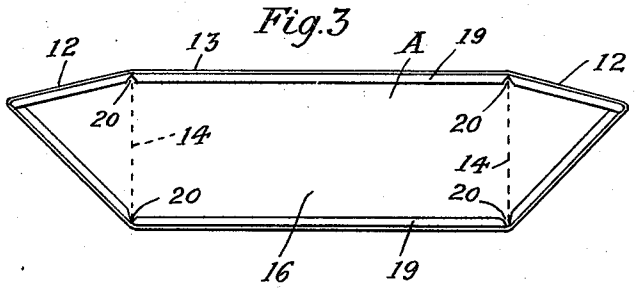


Fig. 3



Inventor:
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UNITED STATES PATENT OFFICE.

FRANK J. KRISTOFEK, OF ST. PAUL, MINNESOTA, ASSIGNOR TO BROWN & BIGELOW, OF ST. PAUL, MINNESOTA, A CORPORATION OF MINNESOTA.

DISPLAY SIGN.

Application filed March 24, 1921. Serial No. 455,068.

To all whom it may concern:

Be it known that I, FRANK J. KRISTOFEK, a citizen of the United States, residing at St. Paul, in the county of Ramsey and State of Minnesota, have invented a new and useful Improvement in Display Signs, of which the following is a specification.

My invention relates to a display sign, which is particularly adapted for desk or counter use, one of the primary objects being in a sign which forms its own supporting means and which is so constructed that it can be shipped or packed for shipping in a flat state. The feature of the invention is in the use of a celluloid front upon which the display or advertising matter is imprinted or embossed, while the ends of the same are adapted to be bent at an angle to the body or front portion so as to form a supporting bracket to hold the display sign at a backward inclined angle when it is positioned on a counter or desk.

The ends are finished in the same manner with a celluloid front as the body portion. This construction provides a display sign which does not require extra supporting means to hold it in display position and also gives an attractive feature to the same by finishing the ears in the same manner as the body portion is finished. When my sign is viewed from either end the fact that the supporting ends are finished in the same manner as the body or front tends to give a finished and attractive appearance to the sign. This is a very important feature in this invention.

In the drawings forming a part of this specification:

Figure 1 is a perspective view of my sign as it would appear in use.

Figure 2 is a front view of the same when it is in a flat state.

Figure 3 is a back view when it is in a flat state.

Figure 4 is an enlarged cross sectional view on the line 4—4, Figure 2.

My sign A is constructed to be used as a desk or counter display to provide an attractive sign, simple in construction and very neat in appearance.

The sign A is formed with a rectangular body portion 10 and is provided with triangular ends 11 which are formed integral with the portion 10 and the lower side 12 of which extends at an angle from the lower edge 13 of the sign A. The ends 11 extend in the same plane with the body portion 10 after the sign is completed, but are adapted to be bent along the line 14 at either end of the sign A to extend backward away from the front when it is desired to set the sign up for use as is illustrated in Figure 1. When the triangular ends 11 are bent back in this manner the fact that the edges 12 extend at an angle to the lower edge 13 of the sign A causes the sign to tilt at a backward angle. It is desirable to have a sign of this nature incline slightly backward. By scoring the sign A between the base and the ends along the line 14, as illustrated in dotted lines in the drawings, the ends 11 can be bent backward very easily from their flat state so that the sign can be set up.

Any suitable display can be imprinted or affixed to the front of the body portion 10 of the sign, but it is essential that whenever the display may be on the front the sign should be finished around the corners 15 and across the front face of the ends 11 so that the ends will have the same background or finish as the front or display side of the body portion.

My sign is particularly adapted for a celluloid sign which is constructed with a sheet metal back 16, the edges of which are bent back and over the edges 17 of the celluloid face 18 so that the edges 19 of the back 16 will rigidly clamp the edges 17 of the celluloid front in a manner so that the celluloid extends around the corners and edges of the entire body portion 10 and ends 11 of the sign A.

Celluloid signs have been made heretofore in a manner so that the celluloid which covers the face of the sign extends around the edges and is clamped rigidly to the back so that a metal backing can be used for the sign with a finished appearance over the edges of the same, but my invention includes triangular ends which are formed integral with the body portion adapted to be bent back in a manner so as to support the sign at an inclined angle and these bent back ends being finished in the same manner as the front or display side of the sign so that the sign will be of a finished appearance from either end and will not disclose the unfinished back portion of the same.

The edges 19 which bind the celluloid to the face of the sign A are cut away at 20 to

allow the ends 11 to be bent back more easily and without buckling at the corners.

It is very desirable to have a sign of the nature and construction illustrated and described, particularly for the reason that it can be shipped and packed flat, allowing it to be sent easily through the mail and yet when it is desired to set the sign up for display it is just as easy to bend the ends backward at the proper angle so as to support the sign in an inclined position.

I claim:

1. A display sign including a sheet metal backing, a celluloid face adapted to be clamped to said backing, supporting ends formed integral with said backing adapted to be covered by an integral part of the celluloid face to form a finished appearance to the face of said supporting ends, said supporting ends being adapted to lie normally flat with the body of said sign and a score line between the body of the backing and said supporting ends adapted to cause said ends to readily fold in a position to support said sign.

2. A display sign comprising a sheet metal backing, a celluloid covering for said backing, supporting members formed integral with the ends of said backing, an inturned marginal edge formed about the body of said backing and edge of said supporting ends adapted to clamp the celluloid covering over the same and notches formed in said marginal edge adapted to form weakening means to allow the ends to fold backward to form supports for the body of said sign.

FRANK J. KRISTOFEK.