Jan. 25, 1949. J. R. EDWARDS 2,459,928

SIGN HOLDER WITH BASE AND STANDARD

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Fig. 1.

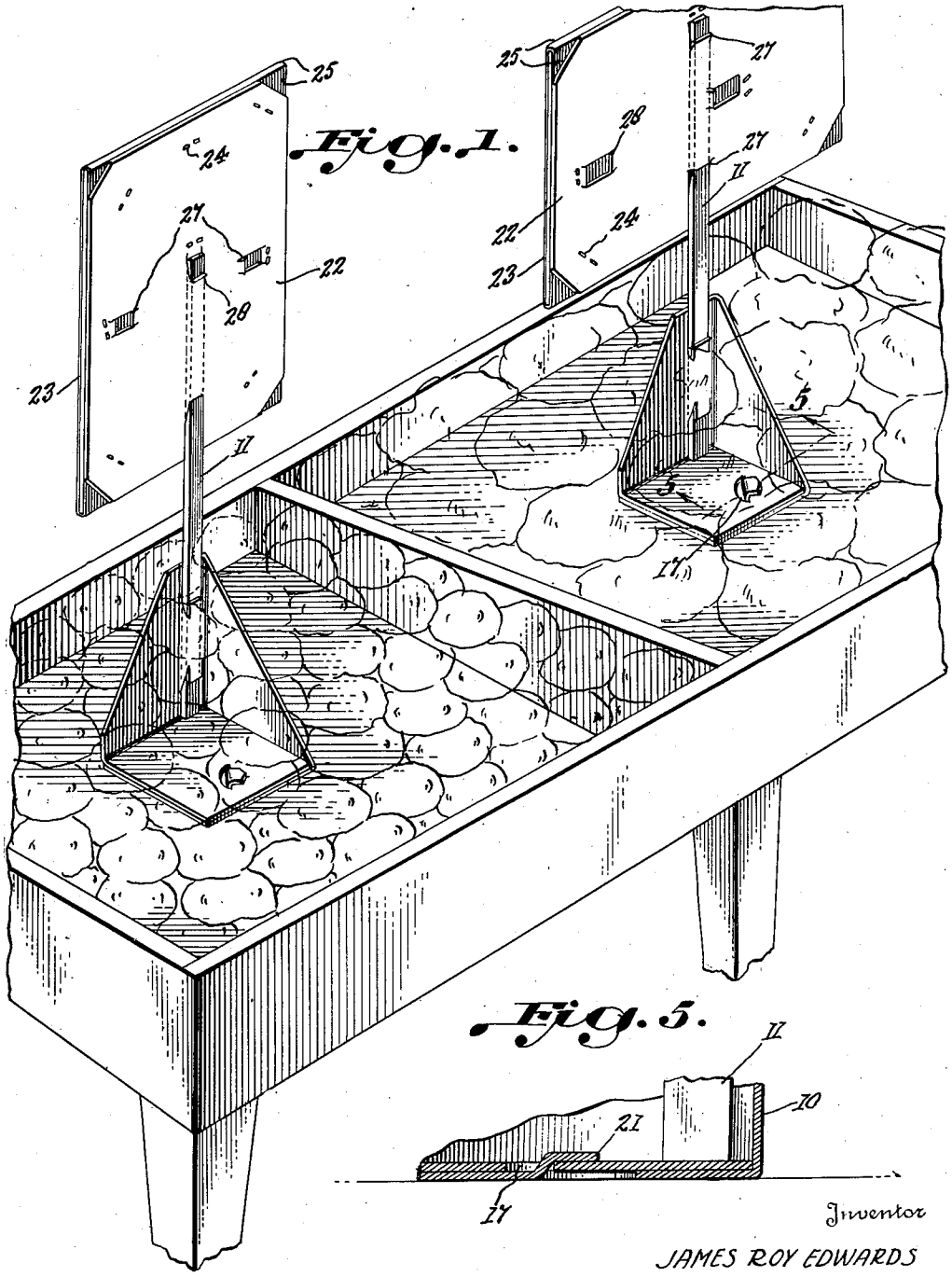


Fig. 5.

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Fig. 4.

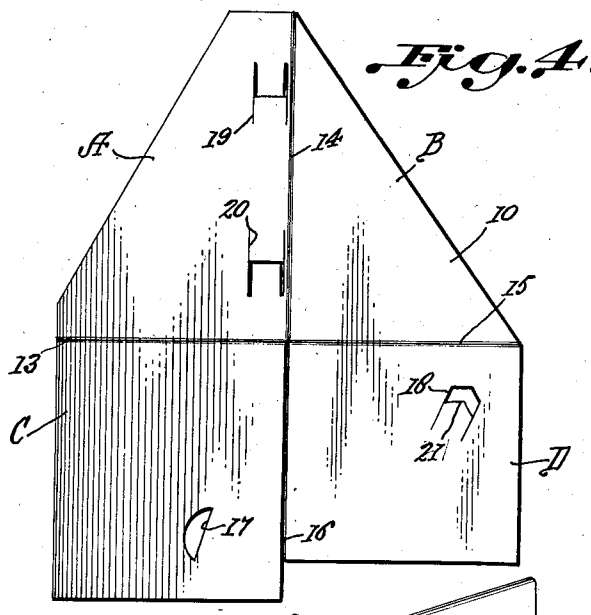
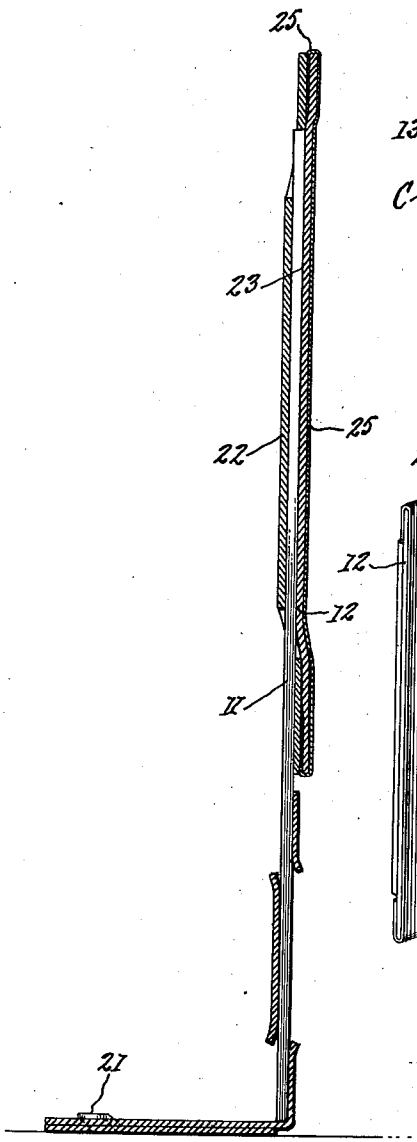


Fig. 3.



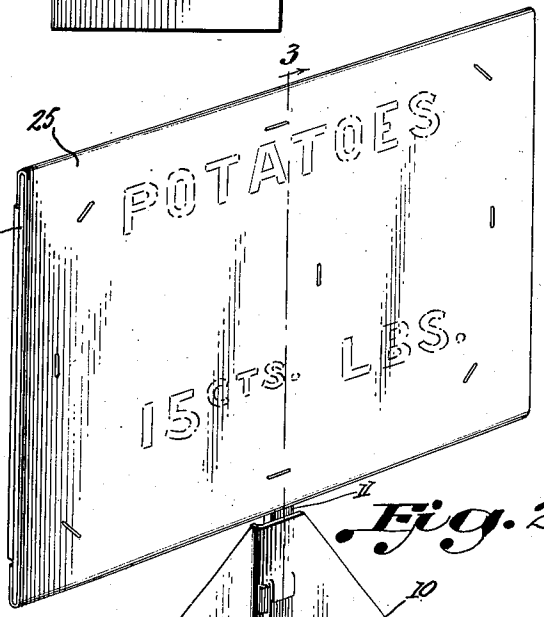
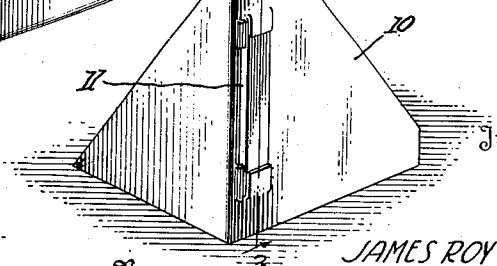


Fig. 2.



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SIGN HOLDER WITH BASE AND STANDARD

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Application February 9, 1944, Serial No. 521,698

6 Claims. (Cl. 40—125)

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This invention relates to signs, and more particularly to a sign for displaying the nature and price of articles to be sold.

In retail selling it is advantageous to properly display the price of articles to be sold as, for example, in grocery stores the price of packaged merchandise such as cans, boxes or bags or unpackaged merchandise such as apples, oranges, grapefruit potatoes, or the like. In signs of this character it is desirable to be able to support the sign at different elevations and in different positions.

It is an object of the invention to provide a simple, inexpensive sign, susceptible of being supported in a plurality of positions at a plurality of elevations, and a sign that may be collapsed, knocked-down, or folded to occupy a minimum of space.

Referring to the drawings:

Figure 1 is a rear perspective illustrating dual use of the sign of the present invention;

Fig. 2, a perspective of the sign alone;

Fig. 3 a section on the line 3—3 of Fig. 2;

Fig. 4, a view of the base of the sign prior to its being folded; and

Fig. 5, a detail section on the line 5—5 of Fig. 1.

Referring to the drawings, the sign consists of three distinct parts, a cardboard base 10, a supporting standard 11, and a sign holder 12. The cardboard base shown flat in Fig. 4 is provided with scorings 13, 14 and 15, and die cuts 16, 17, 18, 19 and 20, in order to provide four flat members A, B, C, D, which may be folded to provide a support for the standard 11.

In the folding the folds are made along the scorings 13, 14 and 15, so that the flat base members C and D will be at right angles to the uprights A and B, and the uprights A and D will be at right angles to each other. In this folded condition the base members C and D will be disposed with the member D above the member C, and the tongue 21 formed by the scoring 18 engaged in the crescent-shaped slot formed by the scoring 17, thus locking the members together in fixed relation as shown in Figs. 1 and 2. The standard 11 is inserted through the slots formed by the die cuts 19 and 20 and is thus held in upright position. In assembling, the standard is preferably slipped through the slots formed by the die cuts 19 and 20 prior to the folding and locking together of the base member.

The sign holder 12 is formed of a pair of relatively thin light-weight members of cardboard, or the like, 22 and 23 of elongated configuration as, for example, rectangular, and these two members are fastened together by staples 24, cement, or any other manner, to leave the marginal portions untouched in order to permit the insertion of the edges of the sign in position. One of the two members 23 and 24 is likewise provided with die cuts 27 and 28 which form openings for the reception of the standard 11, the member 22 provided with the die cuts forms the back of the sign holder and may have its corners cut off to facilitate easy insertion of the sign.

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The sign 25 which may be of thin sheet material, such as paper or the like, scored and cut to suitable size, is installed by folding back and creasing the edges and inserting them in opposed slots or channels of the opposite unfastened edges of the members 22 and 23.

On account of its rectangular shape the paper holder allows four variations of sign presentation, in other words, in two vertical positions or in two horizontal positions. Likewise, with the sign in either position and utilizing only parallel edges for fastening the same in place upright signs with the standard 11 in the openings formed by the die cuts 28, are limited in height and horizontal signs with the standard in the openings formed by the die cuts 27 are limited in width only by the stiffness of the paper.

As shown in Fig. 1, the base of the sign is adapted to be weighted and held down by the potatoes or other products being sold.

It will be obvious to those skilled in the art that various changes may be made in the invention without departing from the spirit thereof, and the same is limited only as set forth in the appended claims.

What is claimed is:

1. A light-weight, collapsible, sign comprising a sign holder, a detachable standard, and a collapsible base member, said sign holder consisting of a pair of relatively thin flat members, one for supporting a sign and the other for providing a reinforcing support for the first, said other member including a pair of slots for the reception of a supporting standard, one of said slots being spaced from an edge of said other member a distance greater than that which separates the second slot from the opposite edge of said other member, whereby the sign holder can be mounted on the standard to leave different lengths of the standard exposed, said thin relatively flat members being fastened together in their intermediate portions with their marginal portions unfastened and normally contacting to frictionally receive and hold the opposed edges of a sign, and said base member being formed of a relatively

flat blank folded to provide a hollow corner construction adapted to receive weight for holding it in position.

2. In combination a sign holder consisting of a pair of relatively thin flat members, one for supporting a sign and the other for providing a reinforcing support for the first, said other member including a pair of slots for the reception of a supporting standard, one of said slots being spaced from an edge of said other member a distance greater than that which separates the second slot from the opposite edge of said other member, whereby the sign holder can be mounted on the standard to leave different lengths of the standard exposed, said relatively thin flat members being fastened together in their intermediate portions with their marginal portions unfastened and normally contacting to frictionally receive and hold the opposed edges of a sign.

3. An inexpensive, light-weight, collapsible, sign holder comprising a pair of relatively thin members with flexible margins, said members being fastened together inwardly of their annular margins, and providing mutual support one for the other, the portions of said members which form their margins being normally in contact, and being susceptible of slight separation to permit insertion around their margins of a sign, and said flat members serving to frictionally engage and retain said sign, said sign holder being constructed to be supported on a standard, and being slotted to receive a standard for holding the sign in a definite position, and likewise for holding the sign in a position at an angle to the first position, the corners of one of said flat members being removed to facilitate insertion of the edges of the sign between said flat members.

4. A light-weight sign holder comprising a pair of relatively thin flat members, one for supporting a sign and the other providing a reinforcing support for the first, said reinforcing support including a pair of slots for the reception of a supporting standard, one of said slots being spaced from an edge of said other member a distance greater than that which separates the second slot from the opposite edge of said other member, whereby the sign holder can be supported on the standard at different heights, said relatively thin flat members being fastened together in their intermediate portions with their marginal portions unfastened but normally contacting to frictionally receive and hold opposite edges of a sign.

5. A sign holder comprising a pair of cardboard like members of substantially rectangular shape, means spaced inwardly of their edges for fastening them together with their margins normally contacted and adapted frictionally to receive and hold opposite inwardly turned edges of a thin sheet to form a sign, a standard for supporting said sign holder, and means for detachably attaching said standard to one of said members.

6. A light-weight collapsible sign comprising a base, a standard, a sign holder, said base being formed of a relatively flat blank construction to be folded to provide a pair of flat base members and a pair of upright side members with perforations arranged to receive and support the lower end of the standard, said sign holder comprising a pair of cardboard like members, means spaced inwardly of the edges of said members fastening them together with their margins normally contacting and adapted frictionally to receive and hold the opposite inwardly turned edges of a thin sheet to form a sign, and means for detachably attaching said sign holder to the end of said standard opposite to the end thereof supported by said base.

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