Dec. 3, 1929 J. J. SCHEROTTO 1,737,733

DISPLAY DEVICE

Filed Sept. 17, 1927

Fig. 1.

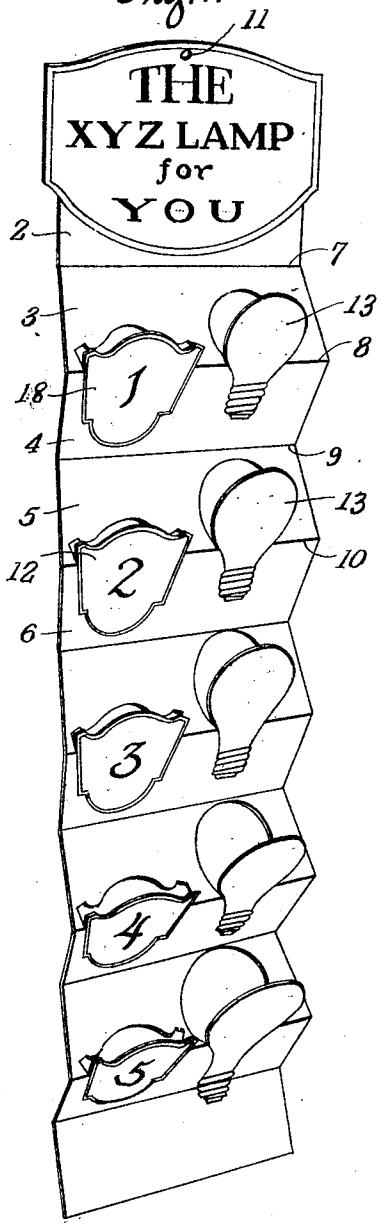
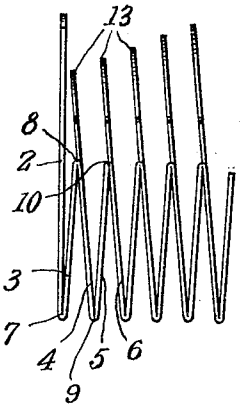


Fig. 2.



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Patented Dec. 3, 1929 1,737,733

UNITED STATES PATENT OFFICE

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DISPLAY DEVICE

Application filed September 17, 1927. Serial No. 220,069.

This invention relates to display devices and particularly to such devices as are made of sheet material, as cardboard.

The object of my improvements is to provide a device of the class specified, simple and inexpensive in construction, efficient in operation and collapsible into small space for packing and shipment.

With these objects in view and others which will appear later herein, my improvements comprise features which are illustrated in one embodiment, and which for the present purpose, may be considered the preferred embodiment, in the drawing which accompanies this specification.

Therein Figure 1 is a perspective front view of my improved device in display position and Fig. 2 is an edge view of the device in partly collapsed condition.

In the figures of the drawing, as an arbitrary choice, the device is shown as a display representing electric lamp bulbs and legends relating thereto. It will be obvious to those skilled in the art that the device is equally applicable for representing numerous other articles of merchandise or for displaying advertising matter without pictorial representations.

My improved device comprises a plurality of members as 2, 3, 4, 5, 6, of sheet material articulated to one another preferably along parallel lines as 7, 8, 9 and 10 respectively. For packing in small space the device is foldable accordion wise along said lines of articulation, members 2 and 3 being foldable face to face along line 7, members 3 and 4 being foldable back to back along line 8 and so on, throughout the other members. Also, when in display position said members, see Fig. 1, stand in slightly angular relation to one another respectively. The object and usefulness of said angularly arranged display position will presently appear.

The device when in use, is preferably suspended against an upright wall and to that end upper member 2 may be provided with aperture 11 for engagement with a nail or the like projecting from the wall or other support, not shown. This upper member is preferably provided with an advertising legend and normally will lie flat against the supporting wall and the other members, below, will normally assume a zig-zag relation to each other respectively.

One or more pairs of adjoining members as pair 3, 4 has thereon a representation of a panel as 12 or 13, that portion of the panel, as 12 for instance, formed on one member as 3 of said pair of members, being cut away from said member, whereby when said members 3, 4 are angularly disposed relatively to each other, as in Fig. 1, said cut away portion remains in the plane of member 4 to which it is attached and stands out from member 3 and at an angle thereto. Said panels, as 13, may represent an article of merchandise or, as in panel 12, may carry a legend which if desired may relate to the article of merchandise 13, represented adjacent thereto. As will be observed in the drawing, panels 13 are graduated in size from the uppermost to the lowermost thereof, to represent successive sizes of the articles represented thereby and panels 12 may be numbered consecutively to indicate the successive sizes of the articles shown at 13.

There is thus provided a simple and efficient display device readily opened out for use and as simply collapsed for packing and shipping.

I claim:

1. A display device of sheet material comprising a plurality of members articulated to one another respectively along parallel lines, the device being foldable accordion wise along said lines and a pair of adjoining members having thereon a representation of a panel, that portion of said representation formed on one of said pair of members being cut away from said member, the uppermost member being adapted for carrying on its front face advertising matter, said member being adapted to lie flat against an upright wall on which it is suspended.

2. A display device of sheet material comprising a plurality of members articulated to one another respectively along parallel lines, the device being foldable accordion wise along said lines and a pair of adjoining members having thereon a plurality of rep-

resentations of panels, one of which depicts an article of merchandise and another of which is adapted for carrying a legend related to the adjacent pictured article of merchandise, that portion of each of said panels formed on one of said pair of members being cut away from said member, the uppermost member being adapted for carrying on its front face advertising matter, said member being adapted to lie flat against an upright wall on which it is suspended.

In witness whereof, I hereby affix my signature this 14th day of September, 1927.

JOHN J. SCHEROTTO.