

April 28, 1931.

E. DYMENT

1,802,553

ACCORDION DISPLAY

Filed July 16, 1929

FIG. 1.

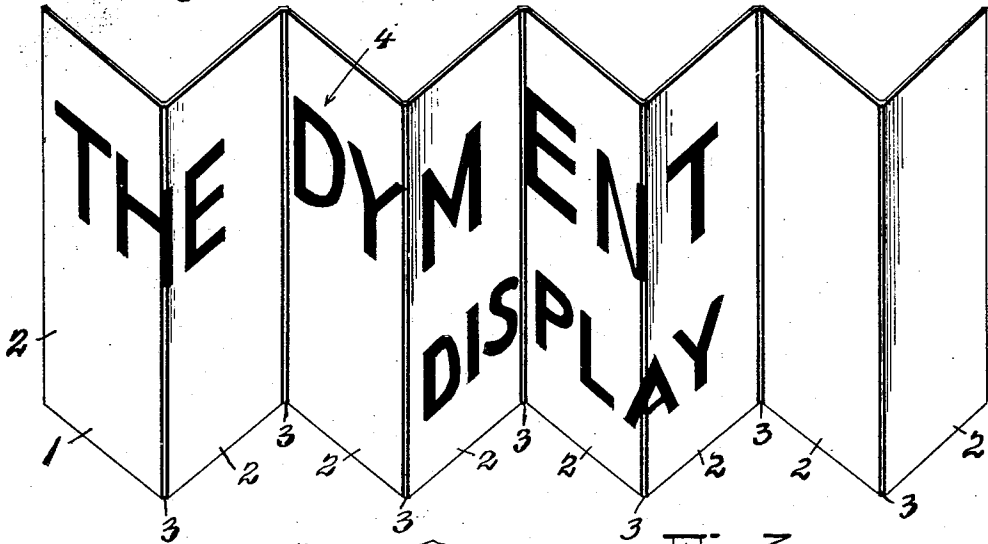
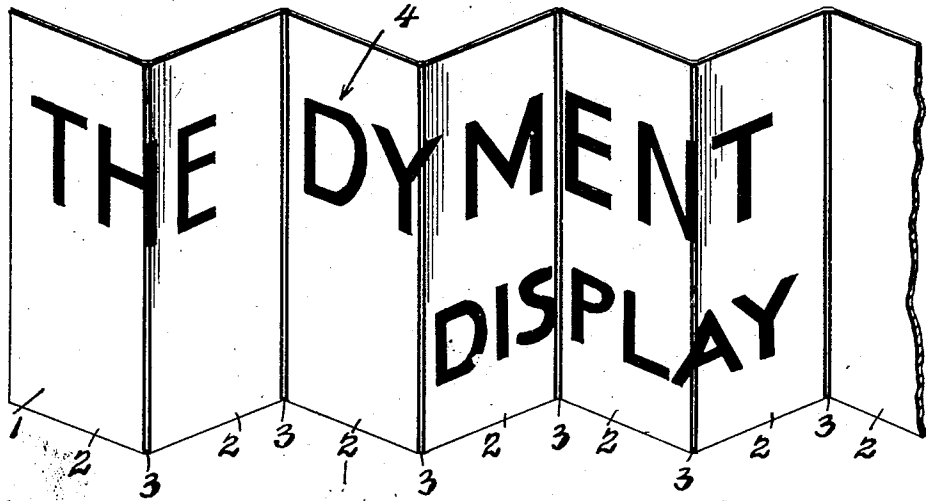


FIG. 3.

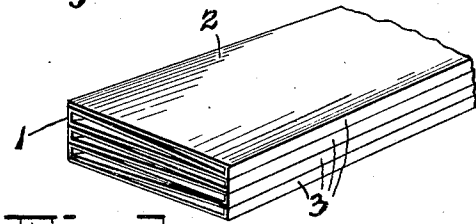


FIG. 2.

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ACCORDION DISPLAY

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This invention has to do with window displays, and has among its objects to provide a display of this character which will fit a window of any length, which may be readily folded into a space of small compass for shipping and the like purposes, and which may be readily set up for use or dismantled, as the case may be.

Advertising window displays of the general character heretofore and now in vogue are made in various sizes depending on the length of the windows behind which they are to be placed. This necessarily involves great expense of production as well as rendering the ordering of the same inconvenient. Moreover, such displays take up an amount of space varying with the lengths thereof, and this is true whether the displays have single panels or a plurality of panels, both types being quite common. In the latter type, the main panel is usually the longest, and its length usually varies with the size of window in connection with which it is used. In addition, a display card of the type now in use made to fit a window of any given length cannot be availed of with a window of substantially less length.

It is to overcome the above named and other difficulties that my invention is designed. More particularly I provide a piece of pasteboard or the like material with a number of spaced parallel folds or creases so that, when folded so that each panel lies substantially flat against the next adjacent panel, the over-all width of the device is equal to the width of a single panel. Thus any suitable design or advertising matter may be applied to the surface of the pasteboard, such for example, as by painting, lithographing, or the like, and the display card or pasteboard, by reason of its quality of variable length, may be placed in any window case, regardless of length.

For a full and more complete understanding of my invention, reference may be had to the following description and accompanying drawings, in which—

Figure 1 illustrates in perspective elevation my improved display as it appears when in use.

Figure 2 is a perspective view of the same display illustrated in Figure 1 but in collapsed or dismantled condition.

Figure 3 is a view similar to Figure 1, except that the display shown in Figure 3 is somewhat collapsed relative to the showing thereof in Figure 1.

The numeral 1 indicates generally my improved display device comprising a series of panels 2 and having parallel creases or folds 3, on which collectively is applied advertising matter indicated generally at 4.

It is apparent from this description and from the drawings that the subject matter of the advertisement is in no way obscured by reason of the panels being arranged at small angles relative to each other, nor is the value of the advertisement in any way detracted from by reason of the panels being extended to bear a close approximation to a single plane.

It will be noted that the folds or creases that I have illustrated are of the double type and creases of each fold are spaced apart substantially the thickness of a panel in order that upon folding a true rectangular box shaped packet will be formed. This is advantageous where fairly thick pasteboard is used, to lessen the tendency of tearing of the material. However, I wish it to be understood that the type of fold to be used may be varied from that shown to the single fold type, in accordance with the thickness and other properties of the material used.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent of the United States, is—

As a new article of manufacture, an advertising display device consisting of a cardboard body capable of folding after the manner of accordion folds to provide a series of panels which are adapted to lie in substantial contact with one another throughout their surface when the article is folded, said panels being integrally formed from a single sheet of material and adjacent panels being connected together by a parallel crease fold, the creases of said fold being spaced apart substantially the

