

May 10, 1938.

A. B. MULL

2,116,908

DISPLAY CONSTRUCTION

Filed Jan. 7, 1938

2 Sheets-Sheet 1

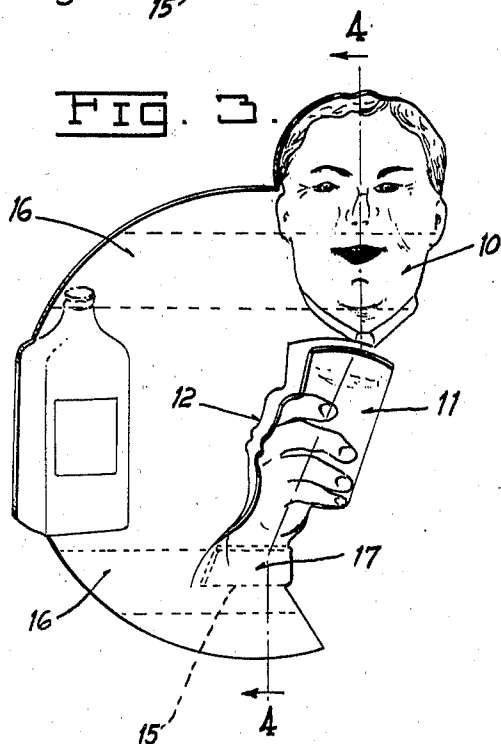
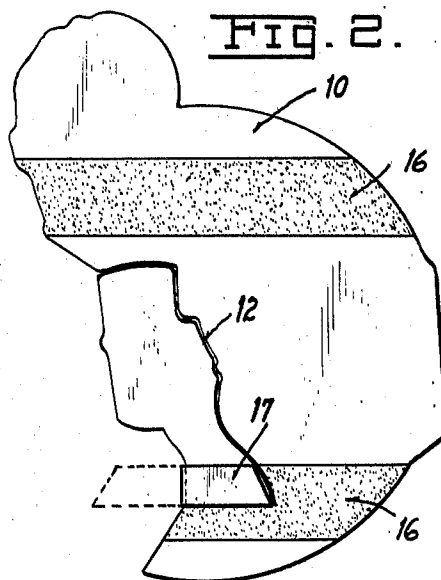
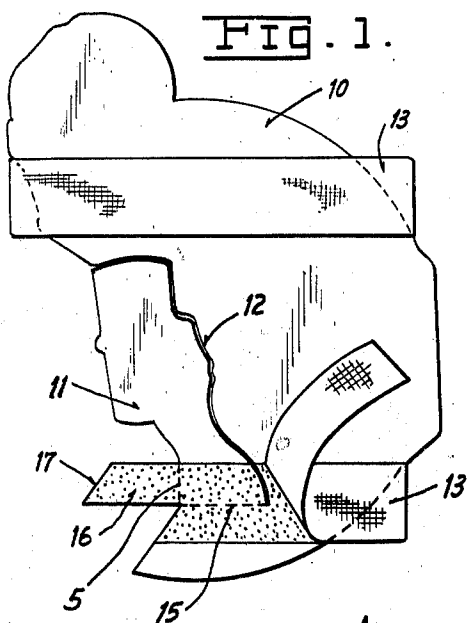
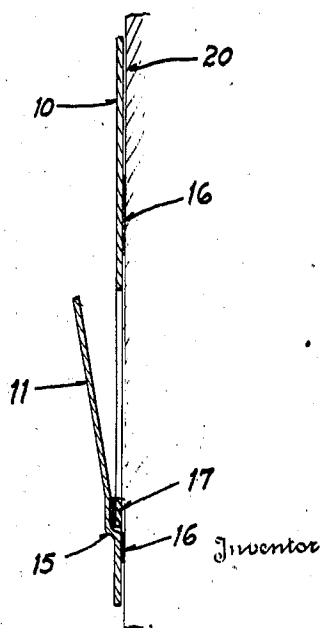


**FIG. 4.**



ARTHUR B. MULL

334 Joseph Rossman  
Attorney

May 10, 1938.

A. B. MULL  
DISPLAY CONSTRUCTION  
Filed Jan. 7, 1938

2,116,908

2 Sheets-Sheet 2

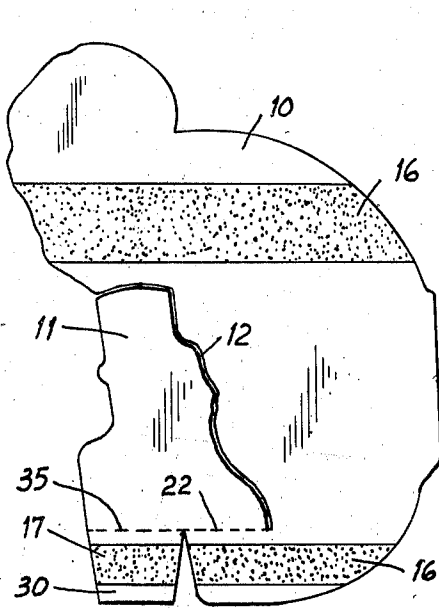


FIG. 5.

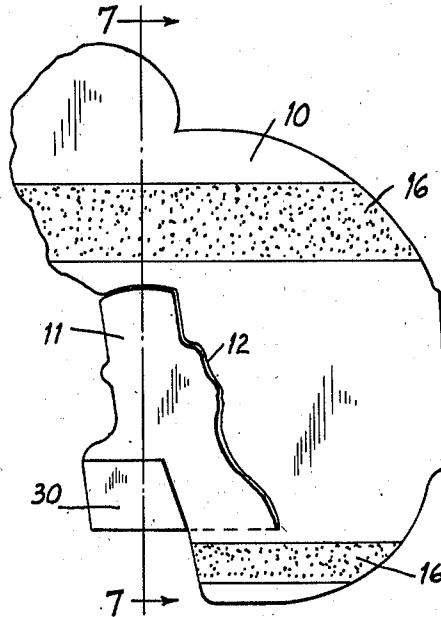


FIG. 6.

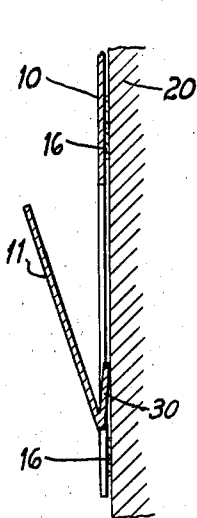


FIG. 8.

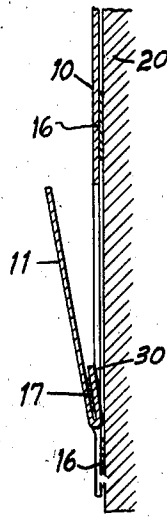


FIG. 7.

INVENTOR.  
ARTHUR B. MULL  
BY  
*Joseph Rossman*  
ATTORNEY.

## UNITED STATES PATENT OFFICE

2,116,908

## DISPLAY CONSTRUCTION

Arthur B. Mull, Appleton, Wis., assignor to  
Marathon Paper Mills Company, Rothschild,  
Wis., a corporation of Wisconsin

Application January 7, 1938, Serial No. 183,810

6 Claims. (Cl. 40—124.1)

This invention relates to a display unit which can be removably attached to any suitable supporting surface.

One of the objects of this invention is to provide a display sheet carrying advertising matter thereon which can be conveniently affixed to any supporting surface or object.

A further object of the invention is to provide a display unit which can be affixed simply by pressure of the fingers to a supporting surface and from which it is readily removable without fouling or marring the supporting surface, and to which it can be reaffixed if desired in the same manner.

Still another object of the invention is to provide a display which has portions protruding therefrom to give realistic impression of depth.

Other and further objects and details of the invention will be apparent from the following descriptions and accompanying drawings, wherein

Figure 1 illustrates one embodiment of my invention suitable for use as a display card or price tag, a portion of the lower cover strip being partially peeled,

Figure 2 is a plan view of the display unit shown in Figure 1, set up in condition for use,

Figure 3 is a front view of the display unit as affixed to a supporting surface,

Figure 4 is a sectional view taken on lines 4—4 of Figure 3,

Figure 5 is a plan view of a modified form of a display unit,

Figure 6 is a plan view of the unit shown in Figure 6 set up for use,

Figure 7 is a sectional view taken on lines 7—7 of Figure 6,

Figure 8 is a sectional view similar to Figure 7 of another modified form of the display unit.

One embodiment of the invention is illustrated in Figure 1, wherein 10 indicates a display unit made of a stiff paper sheet or board. Any desired configuration may be given to the sheet depending upon the character of the advertising for which it is designed. The configuration illustrated in Figure 1 is adapted, for example, for use as a display unit the front face of which is printed to illustrate the head of a man and his hand holding a glass of liquor as he is about to drink it. The rear face of the display unit is provided with spaced areas 16 coated with a suitable pressure sensitive adhesive, the said coated areas being protected prior to using the display unit by an adherent peelable cover strip 13. The lower cover strip in Figure 1 is shown in partially peeled condition. Such cover strip may be

made of glassine, holland cloth, and the like which will adhere to the adhesive coating but will readily peel therefrom.

I prefer to use a hot melt pressure sensitive composition as disclosed in copending application Serial No. 98,978. This composition consists essentially of a cohesive agent, an adhesive agent, a modifier and a thermoplastic solvent therefor. The following composition is suitable for use on display units made of cardboard:

|                                             | Per cent by weight |
|---------------------------------------------|--------------------|
| Rubber.....                                 | 15                 |
| Vistanex (isobutylene polymer).....         | 15                 |
| Amorphous paraffin wax (M. P. 155° F.)..... | 19                 |
| Methyl abietate.....                        | 25                 |
| Ester gum.....                              | 25                 |
| Glycerine.....                              | 0.5                |
| Hydroquinone.....                           | 0.5                |

The composition is preferably heated to about 180–200° F. and is applied to the base sheet by means of a roll or doctor blade heated to about 180–200° F. so as to spread a thin layer of the composition of suitable thickness on the base sheet. The base sheet is preferably supported on a heated roll coacting with the spreader roll and spaced away sufficiently to permit the desired thickness of coating to be applied. After the adhesive coating is spread it is congealed by passing the web over a chilled roll and a cover strip is applied thereto.

Instead of applying the pressure sensitive adhesive directly to the unit, an adhesive strip is assembled separately and applied to the unit after it has been printed or otherwise ornamented for advertising purposes. This preformed adhesive strip may consist of a base of paper tape or the like coated on one face with a gum or water soluble glue as disclosed in Patent No. 2,080,733. The other face of the tape is coated with any suitable pressure sensitive adhesive which is protected by a peelable cover strip such as holland cloth or glassine. The adhesive strip so assembled is applied to the unit by moistening the gummed surface and applying a suitable length of same to the unit. The units are then distributed to the purchasers in this condition.

The body portion 10 of the display unit is provided with a slit 12 and intersecting score line 15 to provide a protrudable portion 11 which is hinged on line 15 and adapted to be bent on the score line out of the plane of the base sheet 10 as shown in Figures 3 and 4. Hinged portion 11 is provided with a tab portion 17 hinged thereto on score line 5.

As shown in Figure 1 the pressure sensitive adhesive coating 16 applied to one face of the body portion 10 adjacent the area of the hinge line 15. The pressure sensitive adhesive is also applied on one face of the tab 17.

When the unit is to be used the upper and lower cover strips 13 are peeled off exposing the adhesive areas 16. Tab 17 is then folded back as shown in Figure 2 so as to bring its adhesive coated face into contact with the adhesive area 16 on the body portion 10 against which it is pressed by the fingers, thereby retaining the tab 17 against the body portion as shown in Figure 2.

The unit is then applied to any suitable supporting surface by pressing with the fingers the upper and lower adhesive areas 16 into face contact with the supporting surface 20 as shown in Figure 4. The portion 11 of the unit will then hinge outwardly on score line 15 as shown in Figures 3 and 4 on account of the increased thickness of the display unit adjacent the score line 15. The portion 11 being slightly spaced from the body portion 10 gives effect of depth and enhances the realistic impression upon an observer so that the advertisement catches the attention of those in its vicinity.

The display unit will remain firmly in place after being attached to the supporting surface, but it can be readily removed from the supporting surface by simply peeling it off without fouling or marring the supporting surface in any way. If desired the display unit may be reapplied to the same or other supporting surface by pressing same in place.

The display unit may be made of any suitable sheet material such as cardboard, sheet metal, veneer, stiffened cloth, sheets made of synthetic materials such as celluloid, resins, and the like. It is obvious that any sheet material which may be printed or impressed with any indicia or to which any advertising matter may be affixed or made integral therewith is contemplated within the scope of this invention. Any suitable shape, form or contour may be given to the display unit depending upon the purpose for which it is to be used.

Figure 5 illustrates a modified form of the display unit, wherein a tab portion 30 is hinged on score line 35 to the protrudable portion 11. Portion 11 is hinged to the body 10 along score line 22. Tab 30 is provided with an area coated with a suitable pressure sensitive adhesive 17. In using this unit the cover strips are peeled off from the adhesive areas 16 and tab 30 is folded against the portion 11 and pressed thereagainst with the fingers so as to be retained by the adhesive 17 as shown in Figure 6. The unit is then affixed to a suitable supporting surface 20 by pressing with the fingers the adhesive areas 16 in face contact therewith. Portion 11 will then protrude out of the plane of body portion 10 as shown in Figure 7 owing to the increased thickness of the portion 11 adjacent the hinge line 22.

In a still further modification tab 30 may not be provided with any adhesive area 17. In using this construction the tab 30 is simply folded back on score line 35 out of the plane of the portion 11, as shown in Figure 8. When the unit is affixed to a supporting surface by means of the pressure sensitive adhesive 16, the tab 30 bears against the supporting surface and due to its springiness while held against the supporting surface 20, will swing portion 11 on hinge line 22 out of the plane of the body portion 10 as shown in Figure 8.

In the construction herein described the display unit is provided with a body portion 10 and a protrudable portion 11 hinged thereto on a score line. An adhesive area is provided on the body portion adjacent the score line so that the portion 11 will be automatically swung out of the plane of the body portion owing to the leverage exerted by the thickened portion of the protrudable portion 11, the thickened portion being provided by folding back the tab 16 as shown in Figures 2, 6, and 8.

Figure 8 illustrates another modification of the invention according to which a display unit is provided with a tab 30 which is merely folded back without adhering it to the protrudable portion. The principle of action is similar to the action of the thickened portion of portion 11 shown in Figures 1 and 6. In such construction the adhesive areas may be positioned adjacent the score line or if desired the adhesive area may be positioned on any convenient portion of the display unit as the resiliency of the folded back tab exerts sufficient force to bend the protrudable portion 11 out of the plane of the body portion of the display unit.

Many variations and changes may be made in the specific embodiment of the invention herein disclosed, and it is to be understood that all such variations are intended to be included in the appended claims as is broadly consistent with the prior art.

I claim:

1. A display unit comprising a body portion, a protrudable portion hinged thereto on a score line, a pressure sensitive adhesive adjacent said score line, the said protrudable portion being provided with an integral tab portion adjacent said score line, said tab portion being adapted to be folded out of the plane of the protrudable portion and bear against the supporting surface to which the display unit is affixed by said pressure sensitive adhesive, thereby automatically swinging the protrudable portion out of the plane of the body portion.

2. A display unit comprising a body portion, a protrudable portion hinged thereto on a score line, a pressure sensitive adhesive area adjacent said score line, the said protrudable portion having a greater thickness adjacent said score line than the adjacent body portion, said protrudable portion being free of adhesive so as to be automatically protrudable out of the plane of said body portion, when said body portion is affixed to a supporting surface by said pressure sensitive adhesive area.

3. A display unit comprising a body portion, a protrudable portion hinged thereto on a score line, a pressure sensitive adhesive area adjacent said score line, the said protrudable portion having more laminations adjacent said score line than the adjacent body portion, said protrudable portion being free of adhesive so as to be automatically protrudable out of the plane of said body portion, when said body portion is affixed to a supporting surface by said pressure sensitive adhesive area.

4. A display unit comprising a body portion, a protrudable portion hinged thereto on a score line, a pressure sensitive adhesive adjacent said score line, the said protrudable portion being provided with an integral tab portion coated with pressure sensitive adhesive positioned adjacent said score line, the said tab portion being adapted to be folded over with its adhesive area in face contact with the protrudable portion so as to provide a thickened portion adjacent said score line.

line, said protrudable portion being free of adhesive so as to be automatically protrudable out of the plane of said body portion, when said body portion is affixed to a supporting surface by said pressure sensitive adhesive area.

5. A display unit comprising a body portion, a protrudable portion hinged thereto on a score line, a pressure sensitive adhesive area on said body portion for affixing same to a suitable supporting surface, the said protrudable portion being provided with an integral tab portion adjacent said score line, said tab portion being adapted to be folded out of the plane of the protrudable portion and bear against the supporting surface to which the display unit is affixed by said pressure sensitive adhesive, thereby auto-

matically swinging the protrudable portion out of the plane of the body portion.

6. A display unit comprising a body portion, a protrudable portion hinged thereto on a score line, a pressure sensitive adhesive area on said body portion for affixing same to a suitable supporting surface, the said protrudable portion being provided with an integral tab portion, said tab portion being adapted to be folded out of the plane of the protrudable portion and bear against the supporting surface to which the display unit is affixed by said pressure sensitive adhesive, thereby automatically swinging the protrudable portion out of the plane of the body portion.

ARTHUR B. MULL.