

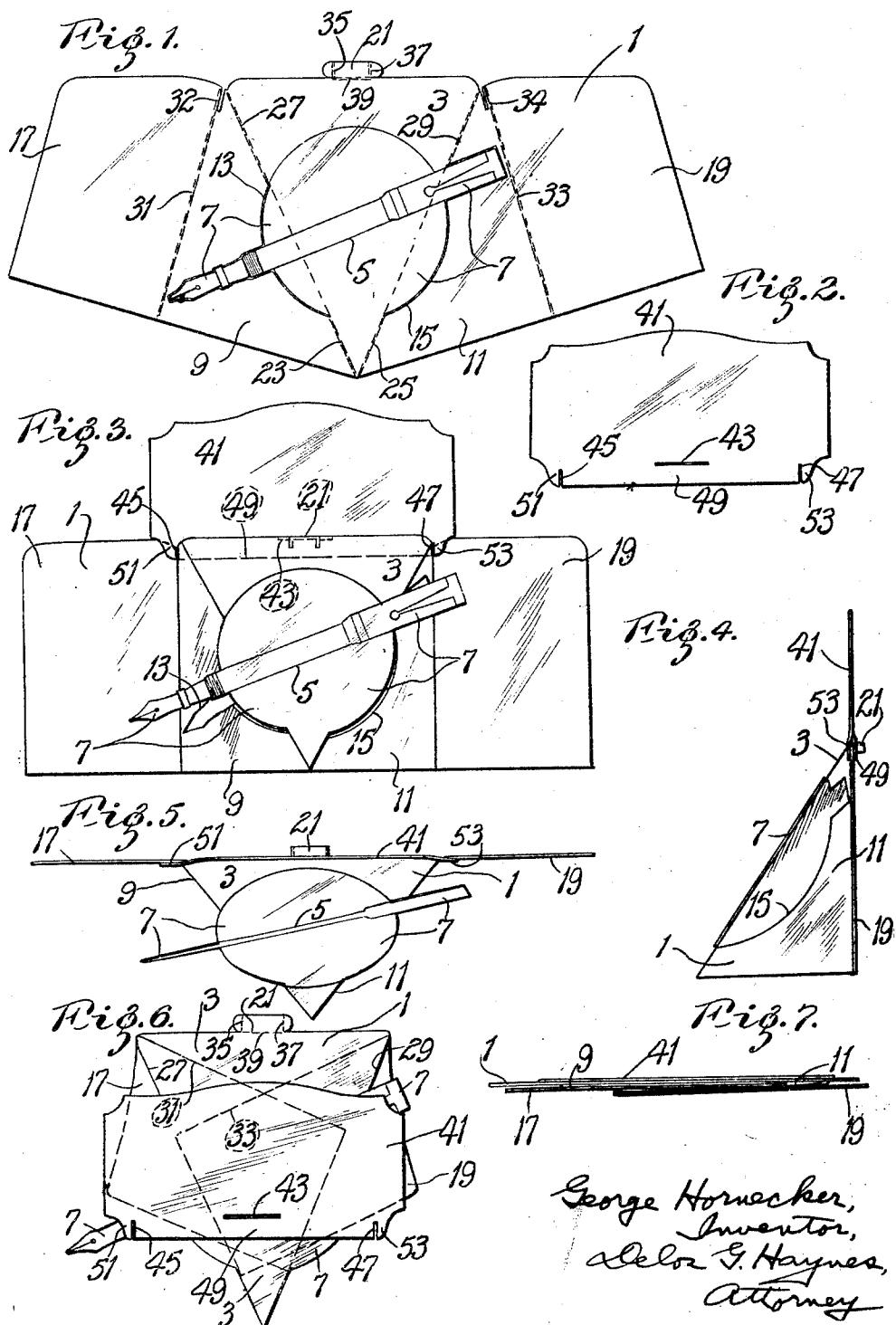
Sept. 4, 1928.

1,682,758

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DISPLAY DEVICE

Filed July 21, 1924



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Patented Sept. 4, 1928.

1,682,758

# UNITED STATES PATENT OFFICE.

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## DISPLAY DEVICE.

Application filed July 21, 1924. Serial No. 727,155.

This invention relates to advertising devices and with regard to certain more specific features, to a striking representation of an object and a display support therefor.

Among the several objects of the invention may be noted the provision of a simple and inexpensive device for effectively displaying a picture or illustration of an object or the like; and the provision of a strikingly attractive device of this type which can be easily made from two blanks and shipped flat. Other objects will be in part obvious and in part pointed out hereinafter.

The invention accordingly comprises the features of construction, combinations of elements, and arrangements of parts, which are exemplified in the constructions hereinafter described and the scope of the application of which will be indicated in the following claims.

In the accompanying drawings, in which is shown one of various possible embodiments of this invention,

Fig. 1 is a developed plan view of a main body piece lying flat;

Fig. 2 is a top plan view of an upper secondary piece lying flat;

Fig. 3 is a front elevation of the folded and assembled device;

Fig. 4 is a side elevation of Fig. 3;

Fig. 5 is a top plan view of Fig. 3;

Fig. 6 is a plan view of the complete device folded for shipping; and

Fig. 7 is a front edge view of Fig. 6.

Similar reference characters indicate corresponding parts throughout the several views of the drawings.

Referring now more particularly to Figs. 1 to 5 of the accompanying drawings there is illustrated at 1 a support formed of a single sheet of suitable material such as patent coated solid manila. For a size such as 18 $\frac{1}{2}$  x 44 inches, a thickness of 25 points is suitable.

The device may take a variety of forms. In Figs. 1 and 3 to 5 of the device the triangular middle portion or section 3 carries a suitable illustration 5 and should the requirements of the illustration be such as to carry it beyond the primarily triangular boundaries (see dotted lines, Fig. 1) of the middle portion 3 such as at points 7 (Figs. 1, 3 and 5), the material for such requirements is cut from the adjacent triangular

portions or sections 9 and 11 by the incisions 55 13 and 15, thus freeing the illustration so that it may remain in the plane of the portion 3 regardless of the way in which the rest of the device may be folded. At the lateral extremes of the support 1 are disposed the quadrilateral end portions 17 60 and 19.

When the device is erected in display position the end portions 17 and 19 stand vertically and the central portion and its appended illustration are disposed at an angle thereto (Fig. 4) while the side portions 9 and 11 join and hold said middle and end portions in the display position. At the top of the central portion there is integrally 70 formed the key 21 for purposes to be described hereinafter.

In making the supporting device shown in Figure 1, only two operations are required namely lithographing or the equivalent, and 75 die cutting. The double dotted lines 23, 25, 27, 29, 31, 33, 35, 37 and 39 indicate scoring to facilitate bending of the device from the flat or shipping form shown in Figs. 1, 6 and 7 to the display form shown in Figs. 80 3, 4 and 5.

Lines 23, 27 and incision 13, taken collectively, as well as lines 25, 29 and incision 15 taken collectively, will each hereinafter be considered as a continuous line running from 85 top to bottom of the support, each comprising the said respective collective group of lines and incisions.

Part of the support 1 rests upon the floor or showcase or the like in a plane in advance of the other parts of the base. This fact, coupled with the fact that the device is of one piece with scoring converging toward the top to make the device stable, ensures the stability and rigidity necessary for 95 display purposes, when substantially thinner material is used than is ordinarily used for devices of similar size.

The support 1, thus far described, comprises a sheet of material divided into five 100 parts, 17, 9, 3, 11, and 19. The two outer score lines 31 and 33 converge toward the top. The two inner score lines 27 and 29 together with their lower continuations 23 and 25 begin adjacent the upper end of the 105 outer score lines 31 and 33 and converge at the bottom. The part 3 which is included between the inner score lines bears a suit-

able design and/or legends, such as a person or article or a suitable legend, and is inclined rearwardly when in display position. This central portion 3 may carry with it, for design purposes parts 7 of the side portions 9 and 11 by virtue of the incisions 13 and 15 and, as will be seen later, give to these parts 7 the illusion of aerial suspension. The parts 17 and 19 which are outside of the outer score lines 31 and 33 are in an approximately vertical position and substantially in alignment with each other when the device is set up for display. The intermediate side parts 9 and 11 which are on the inside of the score lines 31 and 33 form an angle with the forward center part 3 and the rearward outer parts 17 and 19 and form the connecting means or links between said outer parts and the center part 3.

20 By having the sides of the article disposed to the rear of the central portion, the central portion and the devices thereon appear to stand out from the rest of the structure and to present a striking appearance.

25 At the upper ends of the outer score lines 31 and 33 are formed the slots 32 and 34 for purposes to be described.

The center part 3 has the key 21 integrally formed at the center of the top thereof for cooperation with the upper wing piece 41 shown separately in Fig. 2. This wing comprises a quadrilateral or other form of the previously described material, suitably shaped in detail to harmonize with the rest 30 of the device. It has cut near its lower edge a slot 43 designed to cooperate with the aforesaid key or tongue. In the lower edge are cut the notches 45 and 47 dividing said edge into three portions, the central portion 49 and the end ears 51 and 53. This wing is not folded and is flat for either shipping or mounting. It has preferably only two operations performed upon it in manufacture, i. e., lithographing or the like and die cutting.

In assembling the device for display, the support is set up as hereinbefore described. Then the key or tongue 21 on the center panel 3 is inserted in the slot 43 of the vertical wing 41, and its ends turned up or down a little for locking purposes. The slots 45 and 47 are then made to cooperate with slots 32 and 34 respectively causing the central portion 49 of the wing to be disposed to the rearward of the central portion 3 and the ears 51 and 53 forward of the extreme side portions 17 and 19, thereby interlocking with and aligning said side portions. The purposes of the upper vertical wing 41 are, to raise the optical center of the device thereby avoiding a squat appearance, to increase the display area and to provide a vertically devised central top, all with the economical use of material. If, as here shown, the vertical top is made separately

from the rest of the device it lends itself more easily to a small flat shipping package, and causes less waste in manufacture because a less irregular shape is obtained when two pieces are as here, devised.

It will be seen that no extraneous supports are required and no gluing or expensive folding is required either in manufacture or installation of the article.

A preferred arrangement for shipping is shown in Figs. 6 and 7 wherein the intermediate portions 9 and 11 are alternately folded back on the central portion 3 and the end portions 17 and 19 folded forwardly simultaneously, as each intermediate portion is folded. The tongue 21 is laid out flat. The vertical wing 41 is laid on the folded support and the result is a flat shipping bundle.

In view of the above, it will be seen that the several objects of the invention are achieved and other advantageous results attained.

As many changes could be made in carrying out the above constructions without departing from the scope of the invention, it is intended that all matter contained in the above description or shown in the accompanying drawings shall be interpreted as illustrative and not in a limiting sense.

I claim:

1. An advertising device comprising a one piece support and a one piece wing, said support having score lines thereon extending from top to bottom and other lines comprising scores and incisions, said last-named lines extending from top to bottom, all of said lines being formed and cooperating to divide the support into five sections which may be folded with respect to one another in such a manner as to slant the central section and hold the extreme end sections vertically, the central section and extreme sections being joined by intermediate sections; said wing comprising a separate section means for interlocking said separate section with the supporting member and means between said separate section and the end sections for holding the aforesaid extreme end vertical sections parallel and in line.

2. An advertising device comprising a one piece support and a one piece wing, said support having score lines thereon extending from top to bottom and other lines comprising scores and incisions, said last-named lines extending from top to bottom, all of said lines being formed and cooperating to divide the support into five sections which may be folded with respect to one another in such a manner as to slant the central section and hold the extreme end sections in another position, the central section and extreme sections being joined by intermediate sections; said wing comprising a separate section, means for interlocking said

separate section with the supporting member and means for holding the aforesaid extreme end sections in predetermined positions.

5 3. An advertising device comprising a one piece support and a one piece wing, said support having score lines thereon extending from top to bottom and other lines comprising scores and incisions, said last-named lines extending from top to bottom, all of said lines being formed and cooperating to divide the support into five sections which may be folded with respect to one another in such a manner as to slant the central section and hold the extreme end sections vertically, the central section and extreme sections being joined by intermediate sections; said

wing comprising a separate flat substantially vertical section adapted to be interlocked with the supporting member at its top and center, the wing being adapted to hold the aforesaid extreme end vertical sections parallel and in line, said interlock comprising a tongue on said central section and a slot in said wing adapted to receive the tongue, and the holding means of the wing comprising vertical cooperating slots in said wing and said support adjacent the end sections.

In testimony whereof, I have signed my name to this specification this 14th day of July, 1924.

GEO. HORNECKER.