W. J. ANDERSON.

DISPLAY DEVICE.

APPLICATION FILED MAR. 23, 1914.

1,144,341.

Patented June 29, 1915.

2 SHEETS—SHEET 1.

FIG. 3.

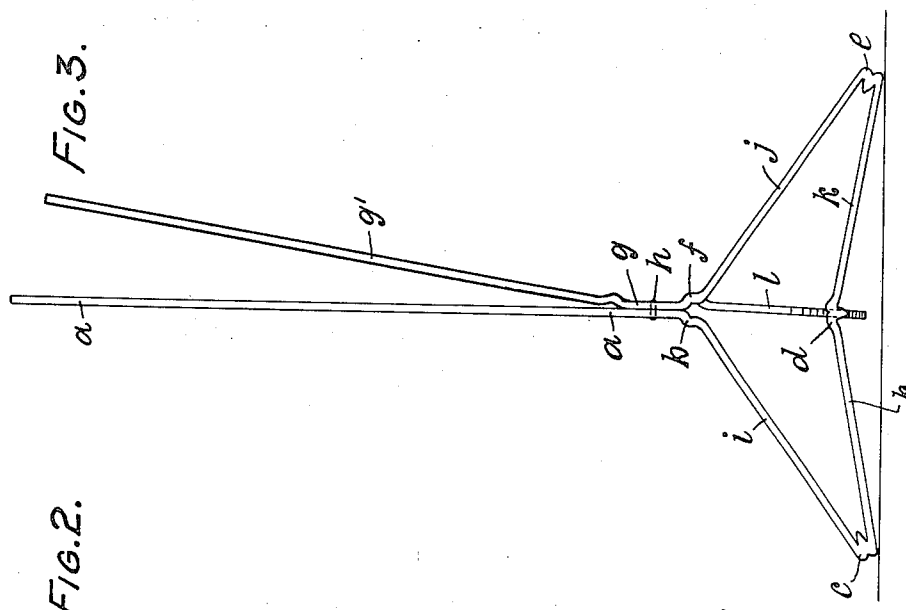


FIG. 2.

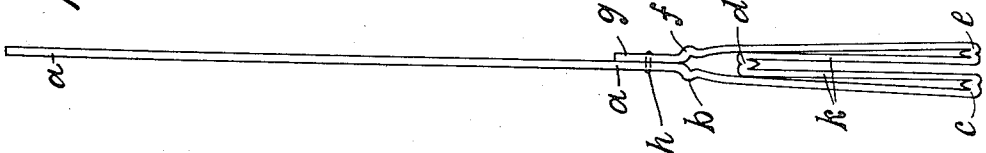
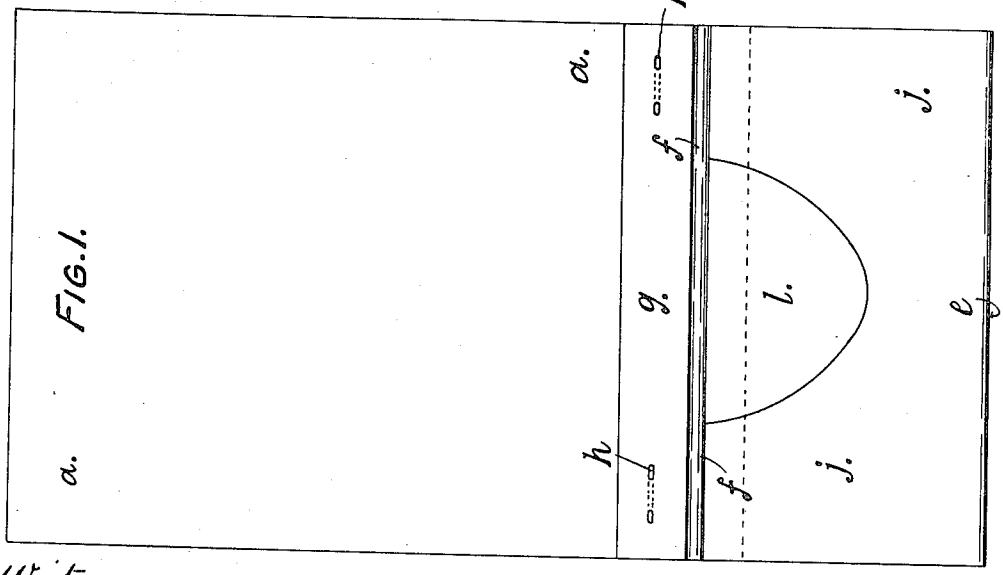


FIG. 1.



Witnesses.

John H Walker

Emily Burnett

Inventor.

William Joseph Anderson

W. J. ANDERSON.

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2 SHEETS—SHEET 2

FIG. 5.

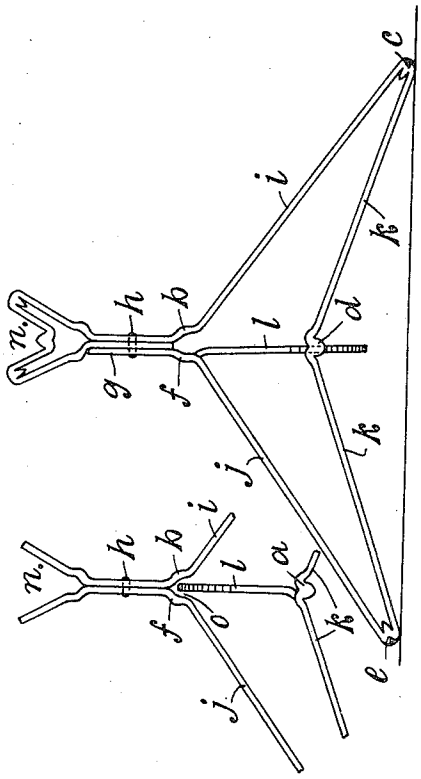


FIG. 6.

FIG. 8.

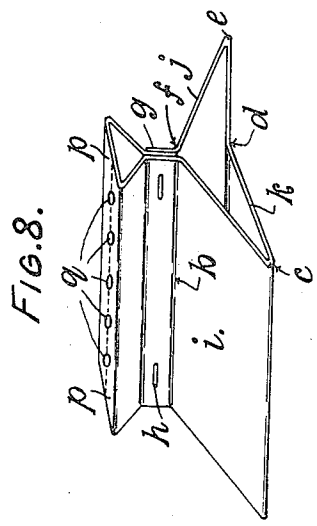


FIG. 4.

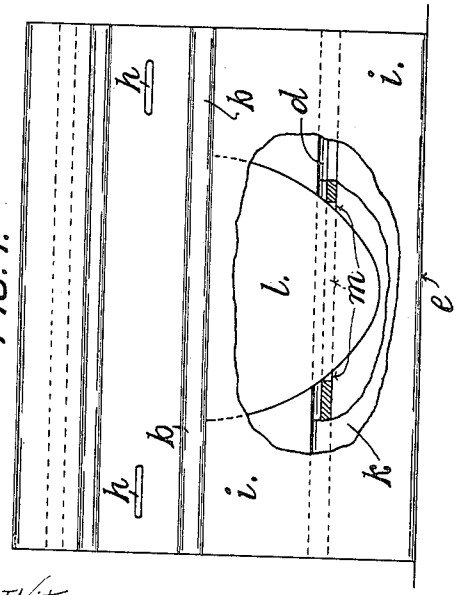
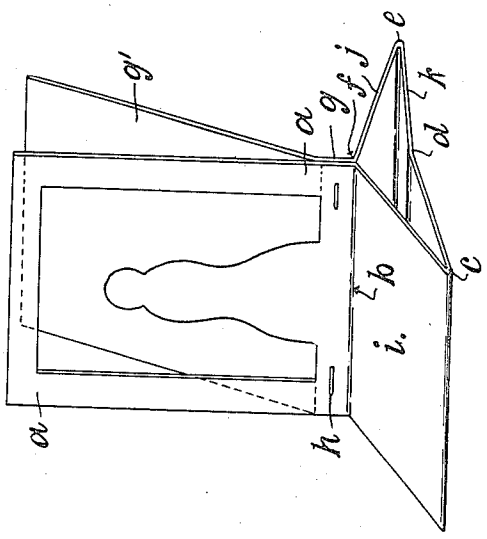


FIG. 7.



Witnesses

Chas. W. Stauffiger

Karl L. Butler

Inventor

William Joseph Anderson

by Parker & Prosser

Atty's.

UNITED STATES PATENT OFFICE.

WILLIAM JOSEPH ANDERSON, OF HYDE, ENGLAND.

DISPLAY DEVICE.

1,144,341. Specification of Letters Patent. Patented June 29, 1915.

Application filed March 23, 1914. Serial No. 826,747.

To all whom it may concern:

Be it known that I, WILLIAM JOSEPH ANDERSON, a subject of the King of England, residing at 1 Meadow avenue, Hyde, in the county of Chester, England, have invented certain Improvements in or Relating to Display Devices, of which the following is a specification.

This invention relates to show cards, window tickets, calendars, photo mounts, menu cards, and like articles (hereinafter for convenience referred to as show cards) used for the purpose of display or ornament of the kind in which the lower portion is so creased, jointed, or hinged, that—when erected—a stand or support substantially triangular in side view is formed; and has for its object to provide such an article with a stand or support which—although constructed of material such as sheet cardboard, sheet metal, or the like—when erected and in use will be rigid and not liable to overbalance, and which may be collapsed and laid flat for the purpose of transport and storage.

Broadly, my invention consists in the provision at or about the middle of the base or a side of such a stand or support of a crease joint or hinge, so that the stand may be collapsed without detachment of any parts.

A further feature of the invention is the provision of means hereinafter described whereby the base of the stand may be maintained flat.

I will further describe my invention with the aid of the accompanying sheet of explanatory drawings, in which several modes of embodying same are—by way of example only—illustrated.

In said drawings: Figure 1 is a rear elevation, and Fig. 2 an end view, of a combined show card and stand in the collapsed position. Fig. 3 is an end elevation showing the stand when erect, and illustrating a modification of my invention. Fig. 4 is a front view, partly in section, and Fig. 5 an end view, of a construction embodying means for supporting light articles; and Fig. 6 illustrates in end view a modification thereof. Fig. 7 is a perspective view of the modification shown in Fig. 3, and Fig. 8 is a perspective view of a further modification.

In the several figures like characters of reference denote like or equivalent parts wherever they occur.

Referring first more particularly to the construction illustrated in Figs. 1 to 3, *a* indicates the body of a show card proper of cardboard or the like, the lower end whereof is creased transversely at *b*, *c*, *d*, *e* and *f*, and the free end or tongue *g* is permanently secured to the rear of card *a* by means of staples *h*, or in other convenient manner. Said creasings are so gaged that when the stand is erected (Fig. 3) it is substantially triangular in end view, *i*, *j*, representing respective sides or legs, and *k* an arched base, said base being creased (crease *d*) at the middle thereof. *l* indicates a single ply tab or tongue formed out of the rear side *j*, and extending from crease *f*, the lower free end of said tongue being adapted to engage in a slot *m* (see Fig. 4) provided in base *k*.

In Figs. 4 and 5 the construction is substantially similar to that shown in Figs. 1 to 3, but in this instance the upper part of the card is creased, as shown, to provide a longitudinal groove or recess in which an article—say a reservoir pen—may be laid for exhibition. In the modification illustrated in Fig. 6 said longitudinal groove or recess *n* is formed forking the outer end of the stand as shown; in this modification said stiffening tab or tongue *l* is formed out of base *k* in a manner similar to forming the tongue *l* out of the rear side *j*, the free upper end of said tongue being adapted to engage in a gap *o* between the creases *b* and *f*, or the stiffening may be effected as in Figs. 1 to 3.

Referring to Figs. 3 and 7 the rear of the stand is extended to form a card g^1 behind card *a*, so that by cutting out a portion of card *a*, a "stage" effect may be produced.

In Fig. 8 the upper portion of the stand is formed into a flat top *p* in which apertures *q* may be provided for the purpose of receiving samples or dummy samples of the goods or articles advertised.

In the construction shown in Figs. 4 to 8, the advertising matter will wholly or mainly appear on the sides *i*.

Having now described my invention what I claim as new and desire to secure by Letters Patent is:—

1. A collapsible display device comprising a vertically disposed body portion, diverging legs at the lower edge of the body portion, an upwardly arched base connecting the lower ends of said legs, a tongue extending between said legs and said base and positioned approximately in the plane of the body portion and serving to hold the legs and base in extended position.

2. A collapsible show card comprising a vertically disposed body portion and a supporting portion creased and bent to provide diverging legs and an arcuated base connecting said legs, and a tongue formed from one of said legs and extending into said base.

In testimony whereof I affix my signature in presence of two witnesses.

WILLIAM JOSEPH ANDERSON.

Witnesses:

H. WATSON,

H. WILLIAMS.