May 5, 1942. H. J. YOGG 2,282,280

FOLDING DISPLAY DEVICE

Filed June 28, 1940

FIG. 1.

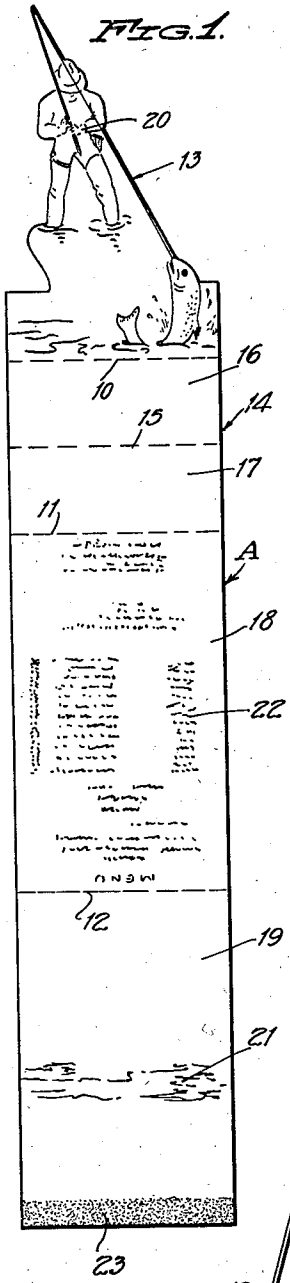


FIG. 2.

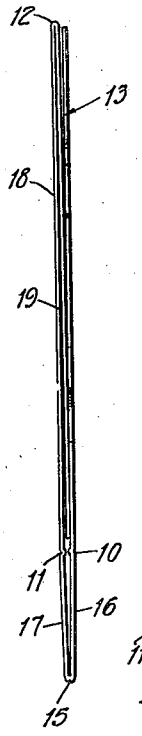


FIG. 3.

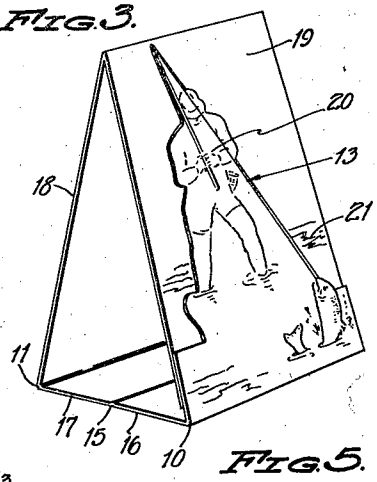


FIG. 4.

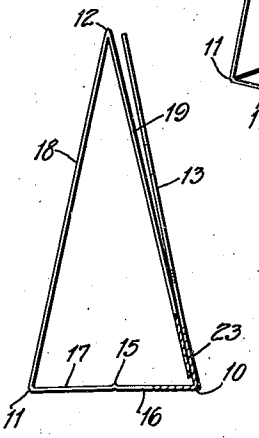


FIG. 5.

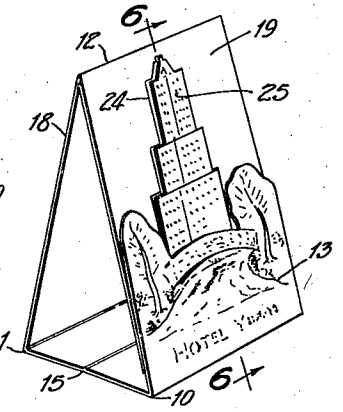


FIG. 7.

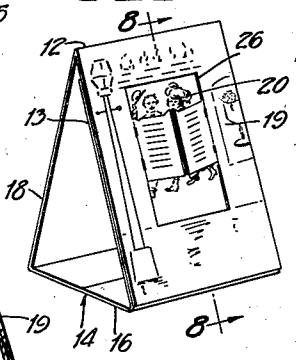


FIG. 6.

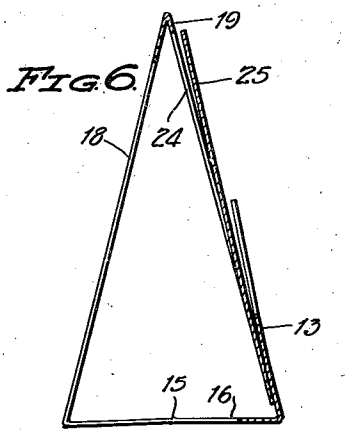
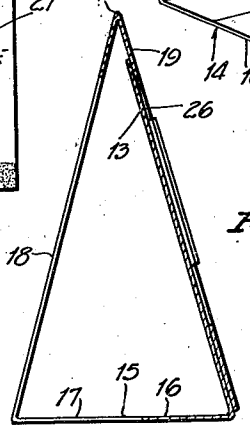


FIG. 8.



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FOLDING DISPLAY DEVICE

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Application June 28, 1940, Serial No. 342,923

2 Claims. (Cl. 40—124.1)

This invention relates to display devices and more specifically to a fanciful folding display device for use as a restaurant menu, table place card, and for general advertising display purposes.

One of the important features of the invention resides in a folding display device which may be manufactured, shipped, and compactly stored in a flat collapsed condition for space saving reasons, but which may be readily unfolded into tent shape for display purposes.

Another feature of the invention is to provide a foldable tent-like body which includes a cut-out picture panel which overlaps one of the side panels to give the appearance of depth to a pictorial display representation of which the picture panel forms a part.

A further feature of the invention is the provision of a folding tent-like body having overlapping panels which are fixedly connected together to form one side wall and cooperate to impart depth to a pictorial subject which may be printed on the outer sides thereof, while the exterior of the other side wall may contain printed matter such as a restaurant or soda fountain menu, or any form of advertising matter.

Other features of the invention will become apparent as the following specification is read in conjunction with the accompanying drawing, in which:

Figure 1 is an outside plan view of the blank from which one form of the display device is constructed.

Figure 2 is an edge elevational view of the folded display device in flat collapsed condition.

Figure 3 is a perspective view of the display device in unfolded set up position.

Figure 4 is an edge elevational view of the display device in set up position with part in in section.

Figure 5 is a perspective view of a modified form of folding display device in set up position.

Figure 6 is a vertical transverse sectional view on the line 6—6 of Figure 5.

Figure 7 is a perspective view of a further modified form of the invention, the display device being illustrated in set up position.

Figure 8 is an edge elevational view of the device shown in Figure 7, with parts in section.

Referring to the drawing by reference characters, and at present to the form of the invention illustrated in Figures 1 to 4 inclusive, the letter A designates a substantially rectangular shaped blank of stiff foldable material such as cardboard, Cellophane or the like, which is scored transversely on the spaced score lines 10, 11, and 12. That portion of the blank between the score line 10 and the adjacent end of the blank constitutes a cut-out picture panel 13, the shape of the panel being irregular, depending upon the picture to be displayed. That portion of the blank intermediate the parallel score lines 10 and 11 constitutes a base panel 14 and said panel is divided by a score line 15 along its mid portion which divides the base panel into a pair of identical spaced panel sections 16 and 17. The area of the blank between the score lines 11 and 12 constitutes a side panel 18, and that area of the blank between the score line 12 and the adjacent end of the blank constitutes a side panel 19. The picture panel 13 has printed display matter 20 on the outer side thereof and the side panel 19 has display matter 21 printed thereon, although if desired, the printed matter 21 may be omitted, as will be appreciated hereinafter. The outer side of the side panel 18 may have printed matter 22 thereon which might be in the form of a restaurant menu, or any other printed matter to be displayed. An adhesive 23 is applied to the free end of the side panel 21 for the purpose of fixedly securing the folded blank in folded condition.

From the description thus far, it will be seen that all printed matter is applied to the outer surface of the blank A, and the score lines are scored from opposite sides of the blank, thus eliminating the reversing of the blank during printing and scoring operations.

To fold the blank A, the operator folds the side wall 19 on the score line 12 inwardly toward the side wall 18, after which the blank is folded on the score line 15 to cause the picture panel 13 to engage and overlap the outer side of the side panel 19, whereupon the adhesive 23 causes the lower portion of the picture panel 13 to adhere to the panel 19, the upper portion of the picture panel 13 being free. The display device is now in the collapsed position illustrated in Figure 2, which enables compact packaging, shipping, and storage of the devices in a relatively small space. To set up the display device for use as a table menu, place card, or the like, the operator pulls outwardly upon the lower portion of the side panels 18 and 19 to cause the base panel sections 16 and 17 to unfold on the score line 15, whereby the base panel sections 16 and 17 assume a substantially even plane, and the display assumes the appearance of a tent, as illustrated in

Figure 3. The base panel 14 being unfolded, serves as a supporting base for the display. By reason of the cut out picture panel 13 overlapping the side panel 19, the appearance of depth, or the third dimension is imparted to the pictorial display. The pictorial matter 20 on the picture panel 13 blends with the background picture 21 of the panel 19. In some instances, the background picture 21 may be omitted. The printed matter 22 on the panel 18 may be viewed by turning the display to a position reverse to that illustrated in Figure 3.

In Figures 5 and 6 of the drawing I have illustrated a slightly modified form over that shown in Figures 1 to 4. Substantially the same construction is provided, with the exception that the side panel 19 has a slit portion 24 of any desired outline or shape which in this instance represents the outline of a building. The material 25 of the panel 19 bounded by the slit 24 assumes a pop-out appearance when the display is in a set up position as best illustrated in Figure 6. The pop-out slit portion 25 may blend with the printed matter 20 of the cut out panel 13 in order to provide a composite display picture.

In Figures 7 and 8 of the drawing a further modification of the invention is illustrated, wherein the picture display panel 13 underlies the side panel 19. The side panel 19 is provided with cut out openings 26 to reveal and expose the picture contained on the picture panel 13. Like the pictures illustrated in the preceding forms, the construction set forth in Figures 7 and 8 also impart a depth or third dimension to the picture displayed. In all forms of the invention, the overlapping panels are fixedly secured together, preferably by glue or paste, and to effect a collapsing of the display, it is unnecessary to disturb the adhesive connection, for the bottom panel 14 may fold outwardly upon the fold line 15 so that the bottom panel sections 16 and 17 assume a position substantially one against the other.

While I have illustrated several forms of my invention, it will be understood that other modifications so far as design is concerned may be resorted to without in any way departing from the spirit of the invention as set forth in the appended claims.

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

1. A foldable display device comprising a single blank of cardboard or the like folded upon parallel score lines into tent-shape to provide a base panel, upwardly converging front and rear panels, and a cut-out picture panel, the front panel having a slit portion which projects outwardly beyond the plane thereof when the blank is folded into tent-shape, said cut-out picture panel overlapping a portion of the slit front panel clear of the slit portion and being fixedly secured flatly thereto for composite blending of the cut-out picture panel with the slit front panel.

2. A collapsible display device formed from a single elongated rectangular blank of cardboard comprising a base panel having a medial transverse hinge score dividing the same into foldable base panel sections, a rear panel having its lower end connected to the rear edge of the base panel along a transverse hinge score, a pair of flatly overlapping cooperating front panel sections respectively connected to the top edge of the rear panel and front edge of the base panel along transverse hinge scores, one of the front panel sections being cut away to reveal a portion of the other front panel section, both front panel sections having blending pictorial indicia on the outer sides thereof, and means securing the confronting surfaces of the overlapping front panel sections together, whereby the device may be flatly collapsed or set up in tent-like fashion.

HOWELL J. YOGG.