Sept. 1, 1931. A. J. OHLSON 1,821,025

SELF SUPPORTING DISPLAY CARD

Filed Aug. 21, 1930

Fig. 1.

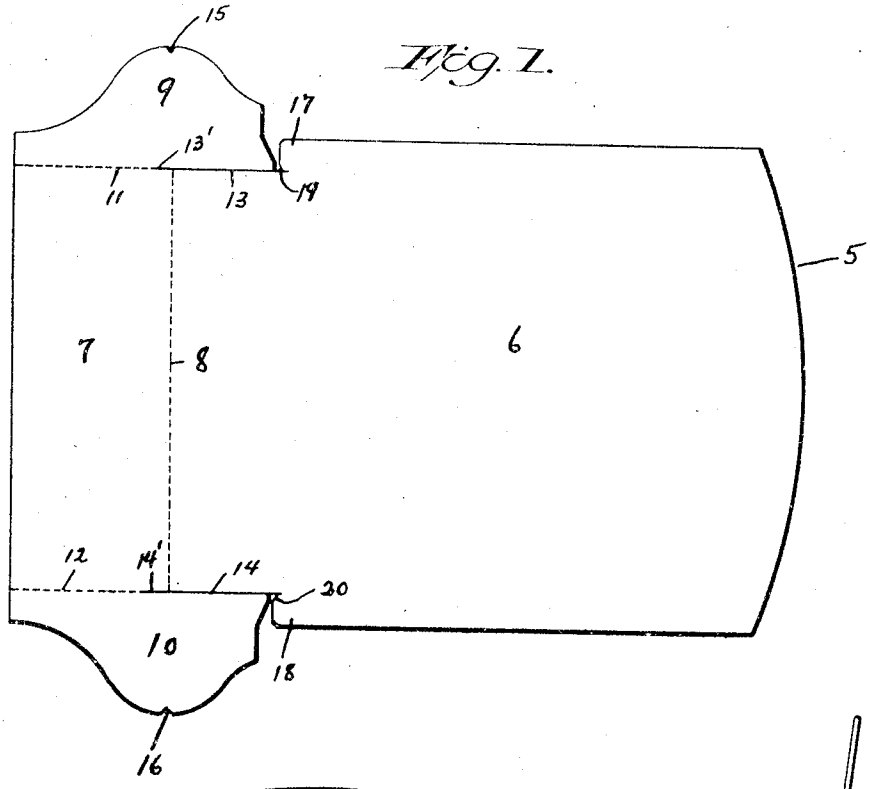
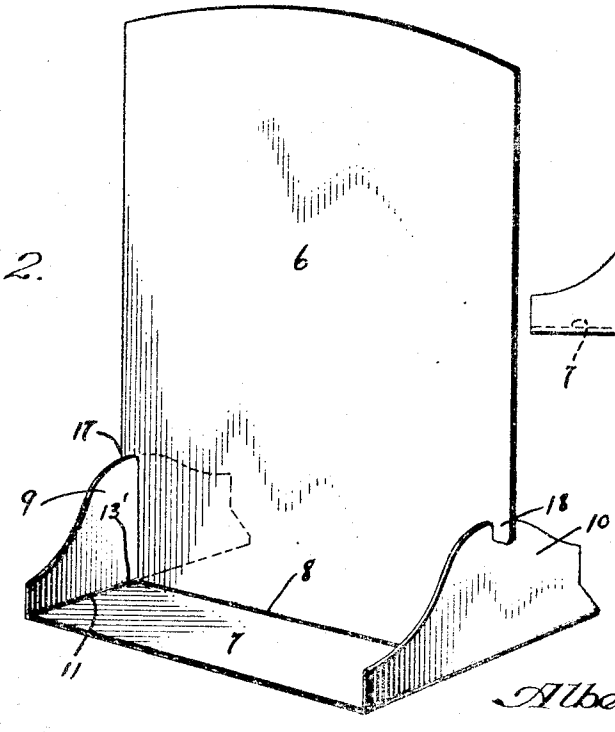


Fig. 2.



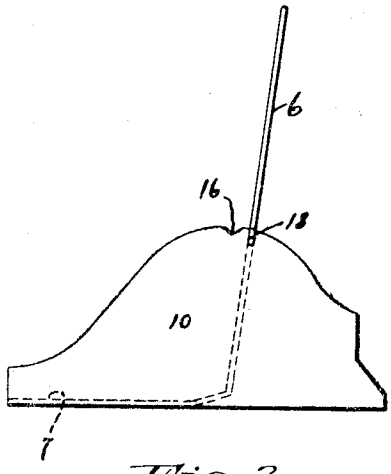


Fig. 3.

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UNITED STATES PATENT OFFICE

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SELF-SUPPORTING DISPLAY CARD

Application filed August 21, 1930. Serial No. 476,850.

The present invention relates to a collapsible advertising or display card or stand adapted to be formed from a single blank of sheet material, a suitable material being, for example, faced cardboard of self-sustaining weight.

A preferred embodiment of the invention will be described with reference to the accompanying drawings of which

Fig. 1 is a plan view of the blank subsequent to the necessary cutting and scoring operations;

Fig. 2 is a perspective of the stand or card as formed from the blank of Fig. 1, and

Fig. 3 is an elevation of the lower portion of the device in an intermediate position of adjustment.

Referring to the drawings, the blank is designated as a whole by the reference numeral 5 and comprises a main portion 6, a portion 7 demarked from the main portion by a line of scoring 8, and wing portions 9 and 10. The wing portions are demarked from the other portions by scoring lines 11 and 12 and slits 13 and 14, slit 13 being in alignment with line 11 and slit 14 with line 12, lines 11 and 12 being at substantially right angles to line 8. For a purpose which will appear hereinafter, slits 13 and 14 are continued as it 13′ and 14′ a short distance beyond their intersection with line 8.

The extremities of wing portions 9 and 10 are rounded and provided with notches 15 and 16 in alignment with line 8. Main portion 6 has shoulder portions 17 and 18 provided with notches 19 and 20, the bottoms of notches 19 and 20 being substantially the same distance from line 8 as the bottoms of notches 15 and 16 are from slits 13 and 14.

To set up the device, wing portions 15 and 16 are bent relative to portion 7 to upright position about hinging axes defined by lines 11 and 12. Portion 6 is then bent upwardly relative to portion 7 about a hinging axis defined by line 8. As portion 6 is swung upwardly, notches 19 and 20 will engage the tops of wing portions 9 and 10 in the manner shown in Fig. 3, the rounded extremities of the wing portions exercising a camming effect on portion 6, causing flexure of portion 7 about a line joining the closed ends of slit portions 13′ and 14′. When notches 19 and 20 come above notches 15 and 16, portion 7 springs back to its normal uniplanar disposition thus engaging the two sets of notches.

Due to the described inter-engagement of the vertically extending portions 6, 9 and 10, they are adapted to sustain each other in upright position. It will be noted that portion 7 acts as a foot portion and lies in a horizontal plane when the device is set up, main portion 6 extending substantially vertically and being adapted to receive advertising matter, goods for display, etc.

Each of wing portions 9 and 10 projects to the front and rear of vertical portion 6 and in addition to their described office of sustaining portion 6 in substantially rectangular relation to portion 7, they constitute a base in conjunction with portion 7, which is adapted to support section 6 in stable disposition.

It will be evident that by merely disengaging the two sets of notches, the portions of the device may be quickly returned to the relation shown in Fig. 1. While preformed slits, as at 13′ and 14′, are not absolutely essential to the operativeness of the device, they are preferably provided so as to relieve the parts of distortive strain when the device is set up.

It is, of course, understood that I do not limit myself to the exact form and relation of parts as shown and described, since other equivalent arrangements are possible without departure from the invention as defined in the following claims.

I claim:

1. A collapsible display card comprising a horizontal foot portion, a plurality of vertically extending portions hinged to the foot portion on intersecting axes, said vertically extending portions being provided with means disengageably engaging each other whereby said vertically extending portions support each other in upright position and against displacement in either direction about their respective hinging axes, one of said vertically extending portions having

considerable height and breadth as compared to the other to afford space for the reception of display matter.

2. A collapsible display card comprising a horizontal foot portion, a plurality of vertically extending portions hinged to the foot portion on intersecting axes, said vertically extending portions being provided with means disengageably engaging each other whereby said vertically extending portions support each other in upright position, said means comprising a shoulder on one of said vertically extending portions projecting above and engaged in a notch provided in the top of the other, said one of said vertically extending portions having considerable height and breadth as compared to the other to afford space for the reception of display matter.

3. A collapsible display card comprising a horizontal foot portion, a plurality of vertically extending portions hinged to the foot portion on intersecting axes, said vertically extending portions being provided with means disengageably engaging each other whereby said vertically extending portions support each other in upright position, said means comprising opposed interengaged notches on said vertically extending portions, one of said vertically extending portions having considerable height and breadth as compared to the other to afford space for the recption of display matter.

4. A collapsible display card comprising a horizontal foot portion, a plurality of vertically extending portions hinged to the foot portion on intersecting axes, said vertically extending portions being provided with means disengageably engaging each other whereby said vertically extending portions support each other in upright position, said means comprising a downwardly open notch on one of said vertically extending portions engaged with an upwardly open notch on the other, the card being slit a short distance along the hinging axis of said other vertically extending portion adjacent the intersection of said axes.

5. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a wing portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertical portion, and means disengageably engaging the wing portions with the vertical portion whereby said portions are adapted to sustain each other in upright position and against displacement in either direction about their respective hinging axes, said vertical portion having considerable height and breadth as compared to the wing portions to afford space for the reception of display matter.

6. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a wing portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertical portion, said vertical portion having shoulders projecting over the wing portions and disengageably engaged in notches at the top of the latter to sustain the vertical portion in upright position, said vertical portion having considerable height and breadth as compared to the wing portions to afford space for the reception of display matter.

7. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a winge portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertial portion, said vertical portion being provided with downwardly open notches above and disengageably engaged with upwardly open notches in the tops of said wing portions whereby said portions are adapted to sustain each other in upright position, said vertical portion having considerable height and breadth as compared to the wing portions to afford space for the reception of display matter.

8. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a wing portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertical portion, said vertical portion being provided with downwardly open notches above and disengageably engaged with upwardly open notches in the tops of said wing portions whereby said portions are adapted to sustain each other in upright position, the card being slit along the lines of juncture of the wing portions with the foot sections for a distance adjacent the intersection of said lines and said hinging axis.

9. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a wing portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertical portion, said wing portions each having a rounded top provided with a notch directly above said hinging axis, said vertical portion having shoulders above said wing portions and disengageably engaged in said notches, the distance between said shoulders and said hinging axis being substantially the same as that between the latter and the bottoms of said notches.

10. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a wing

portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertical portion, said wing portions each having a rounded top provided with a notch directly above said hinging axis, the card being slit along the lines of juncture of the wing portions with the foot portions for a distance adjacent the intersection of said lines and said hinging axis.

11. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a wing portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertical portion, said wing portions each having a rounded top provided with a notch directly above said hinging axis, said vertical portion having downwardly open notches above the wing portions and disengageably engaged with the notches of the latter the distances from said hinging axis to the bottom of all the notches being substantially equal.

12. A collapsible display card comprising a horizontal foot section, a substantially vertical portion hinged to the foot section, a wing portion bent up from the foot section at each horizontal extremity of the vertical portion on a line at substantially right angles to the hinging axis of the vertical portion, said wing portions each having a rounded top provided with a notch directly above said hinging axis, said vertical portion having downwardly open notches above the wing portions and disengageably engaged with the notches of the latter, the distances from said hinging axis to the bottom of all the notches being substantially equal, the card being slit along the lines of juncture of the wing portions with the foot portions for a distance adjacent the intersection of said lines and said hinging axis.

13. A collapsible display card formed from a flat blank, said card comprising a horizontal foot section and a plurality of vertically extending portions bent up from the foot section on intersecting hinging axes, one of said vertically extending portions being provided with an upwardly open notch and the other vertically extending portion having a shoulder engageable with said notch upon bringing said other portion to vertical position and without passing such position, whereby said last named portion is supported in vertical position and against displacement in either direction about its hinging axis.

14. A collapsible display card formed from a flat blank, said card comprising a horizontal foot section and a plurality of vertically extending portions bent up from the foot section on intersecting hinging axes, one of said vertically extending portions being provided with an upwardly open notch and the other vertically extending portion having a shoulder engageable with said notch upon bringing said other portion to vertical position and without passing such position, whereby said last named portion is supported in vertical position and against displacement in either direction about its hinging axis, the first mentioned vertically extending portion having a top edge inclined upwardly to said notch, so as to exert a camming effect on the other upwardly extending portion as the latter is brought to vertical position.

15. A collapsible display card formed from a flat blank, said card comprising a horizontal foot section and a plurality of vertically extending portions bent up from the foot section on intersecting hinging axes, one of said vertically extending portions being provided with an upwardly open notch and the other vertically extending portion having a downwardly open notch engageable with said upwardly open notch upon bringing said other portion to vertical position and without passing such position, whereby said vertically extending portions are supported in vertical position and against displacement in either direction about their respective hinging axes.

16. A collapsible display card formed from a flat blank, said card comprising a horizontal foot section and a plurality of vertically extending portions bent up from the foot section on intersecting hinging axes, one of said vertically extending portions being provided with an upwardly open notch and the other vertically extending portion having a downwardly open notch engageable with said upwardly open notch upon bringing said other portion to vertical position and without passing such position, whereby said vertically extending portions are supported in vertical position and against displacement in either direction about their respective hinging axes, the first mentioned vertically extending portion having a top edge inclined upwardly to said upwardly open notch, so as to exert a camming effect on the other upwardly extending portion as the latter is brought to vertical position.

In testimony whereof I have hereunto set my hand.

ALBERT J. OHLSON.