

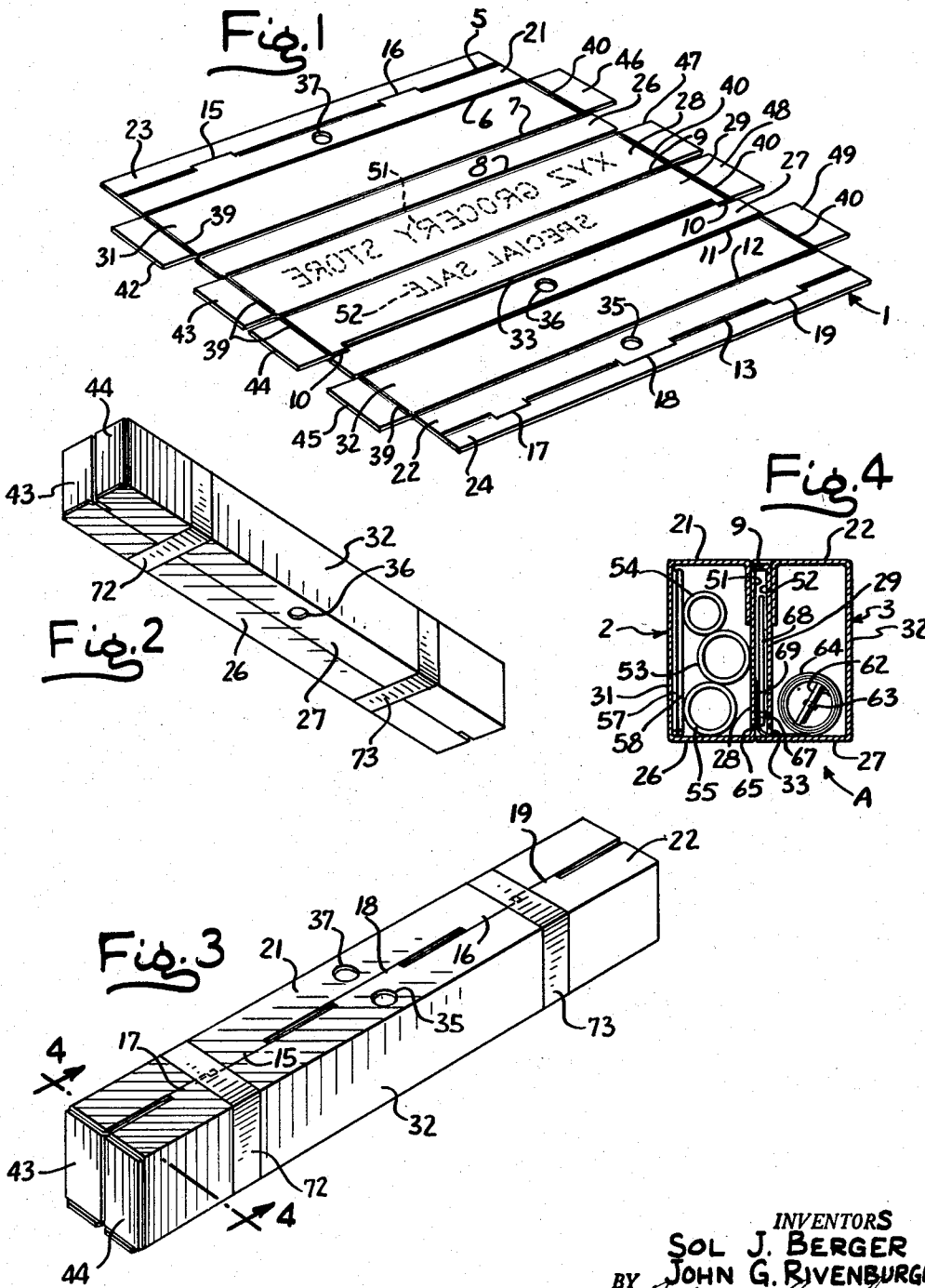
Sept. 8, 1964

S. J. BERGER ET AL
ADVERTISING DISPLAY

3,147,560

Filed April 4, 1961

2 Sheets-Sheet 1



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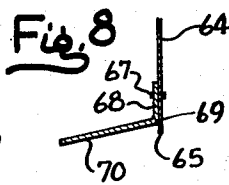
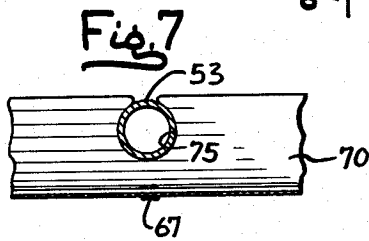
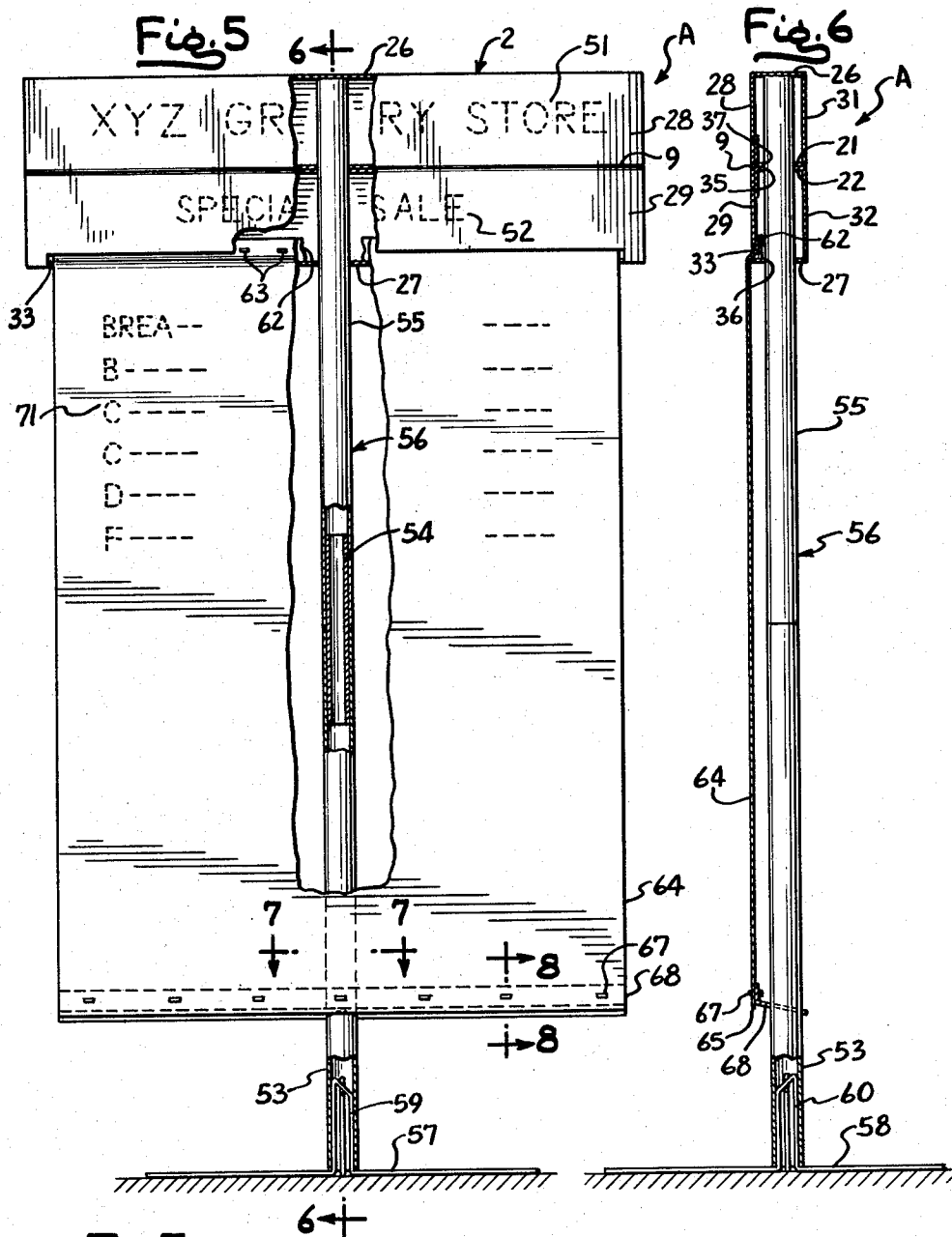
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2 Sheets-Sheet 2



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3,147,560

ADVERTISING DISPLAY

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4 Claims. (Cl. 40-125)

This invention relates to improvements in advertising displays.

It is an object of the present invention to provide an advertising display having relatively inexpensive component parts which are capable of being conveniently packaged as a disassembled kit and easily assembled without the aid of tools.

It is a further object of the present invention to provide an advertising display of the type stated having surfaces containing legible indicia and wherein those surfaces are protected against soilage while the kit is in storage or being transported.

It is a further object of the present invention to provide a display of the type stated which includes a pair of juxtaposed cartons formed of a single cardboard blank and hingedly connected together. When the display is disassembled, the cartons have exterior surfaces facing each other and upon which legible indicia is printed. The cartons are, furthermore, capable of being swung to a set-up or assembled position wherein the indicia-containing surfaces are substantially coplanar and the indicia is exposed to view.

It is another object of the present invention to provide an advertising display of the type stated wherein one of the cartons contains a base stand and a plurality of tubes capable of being assembled to form an upstanding column upon which the two cartons may be mounted with the indicia thereon exposed to view. The other of said cartons contains a rolled sheet also having legible indicia thereon and this sheet is adapted to be unrolled when the advertising display is set up.

The attainment of the above and further objects of the present invention will be apparent from the following specification taken in conjunction with the accompanying drawing, forming a part thereof.

In the drawing:

FIG. 1 is a perspective view of the fiberboard blank used to construct the two hingedly connected cartons which form part of the present invention;

FIGS. 2 and 3 are perspective views of the display kit prepared for shipment and/or storage;

FIG. 4 is a sectional view taken along line 4-4 of FIG. 3;

FIG. 5 is a front elevational view partly broken away and in section of the assembled or set-up display of the present invention.

FIG. 6 is a view, partially in section, taken along line 6-6 of FIG. 5; and

FIGS. 7 and 8 are fragmentary sectional views taken along lines 7-7 and 8-8, respectively, of FIG. 5.

Referring now in more detail to the drawing, which illustrates a preferred embodiment of the present invention, FIG. 1 illustrates a single blank 1 of corrugated cardboard which is cut to a pre-determined shape and scored along a plurality of lines to enable the blank 1 to be folded into a pair of hingedly connected rectangular cartons 2, 3 of similar size and shape, as shown in FIGS. 2-6. Accordingly, the blank 1 has spaced parallel longitudinally extending score lines 5, 6, 7, 8, 9, 10, 11, 12, 13, the score lines 5, 13 being interrupted at U-shaped portions 15, 16, 17, 18, 19 which are cut completely through the blank 1. The several score lines and cut-through U-shaped portions thus divide the blank into carton lids 21, 22, which include lid flaps 23, 24. Also

provided by the score lines are bottom walls 26, 27, a first pair of side walls, 28, 29 which are adjacent to each other, and an additional pair of side walls 31, 32. At the score line 10 a portion of the side wall 29 is cut through to provide a narrow longitudinally extending slot 33 which terminates at its opposite ends short of the ends of the side wall 29. Approximately midway of their lengths, the lids 21, 22 and the bottom wall 27 have holes 35, 36, 37 punched therethrough, for purposes presently more fully appearing.

The blank 1 also has transverse score lines 39, 40 and portions of the blank 1 are cut away at its transverse margins to form end wall flaps 42, 43, 44, 45, 46, 47, 48, and 49. When the blank is folded to form the two cartons 2, 3, the adjacent end wall flaps are glued facewise together to form double thickness end walls for the cartons 2, 3. However prior to folding the blank 1, suitable legible indicia 51, 52 may be imprinted upon the outer surfaces of the side walls 28, 29.

Also forming part of the display A are heavy fiberboard tubes 53, 54, 55, which may be telescoped together to form a column 56, as shown in FIGS. 5 and 6. The tubes are of such length as to be able to fit within the carton 2, as shown in FIG. 4. The tubes 53, 55 are of equal diameter and approximately the same as that of the holes 35, 36, 37 while the tube 54 is substantially shorter in length than either of the tubes 53, 55 but has an external diameter approximately that of the internal diameter of each of the tubes 53, 55. Identical base rods 57, 58 of spring wire, each having U-shaped central portions 59, 60 are also housed within the carton 2.

Disposed within the other carton 3 is a strip of cardboard 62, having a length greater than that of the slot 33 and to which is attached by staples 63 one end of a paper sheet 64. The paper sheet 64 is coiled around the cardboard strip 62 and the other end 65 of the sheet 64 projects through the slot 33. This sheet 64 has legible indicia 71 thereon (FIG. 5). Attached to the free end 65 of the sheet 64 by staples 67 is a cardboard strip 68 which is longitudinally scored at 69 (FIG. 8) to form a lower or hinge-connected portion 60 having a notch 75.

When the display A is packaged as a kit, as shown in FIGS. 2-4, the strip 68 will lie between the side walls 28, 29, and the score line 9 constitutes a longitudinally extending hinge which joins the cartons 2, 3. Pieces of tape 72, 73 may be wrapped around the cartons 2, 3 to hold them together. The surfaces containing the legible indicia 51, 52 will lie between the two cartons 2, 3 so that during shipment, storage and handling, there is little likelihood that these surfaces will become soiled or damaged. The legible indicia 71 on the sheet 64 is also protected from soilage since the sheet 64 is housed within the carton 3.

When it is desired to set up or assemble the display A, the pieces of tape 72, 73 are removed, the lid 21 is opened, and the tubes 53, 54, 55 and base rods 57, 58 are removed from the carton 2. The central portions 59, 60 of the base rods 57, 58 are inserted within one end of the tube 53 with the rods 57, 58 substantially at right angles to each other to provide a base for the column 56. The tube 54 may then be telescoped into the upper end of tube 53 with about half of the tube 54 extending upwardly from the upper end of the tube 53.

With the lids 21, 22 closed, the cartons 2, 3 are rotated about the hinge line 9 until the lids 21, 22 abut each other facewise. When this is done, the side walls 28, 29 will be approximately coplanar, thereby exposing to view the indicia 51, 52. One end of the tube 55 is inserted into the axially aligned holes 35, 36, 37 until the inserted end abuts the inside of the wall 26 of the carton 2. Thereafter, the other or lower end of the tube 55 is telescoped over the upper end of the tube 54 and the tubes 53, 55

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are brought together into endwise contact. Thus, the tube 54 serves as a connector for the tubes 53, 55 while the uppermost tube 55 carries the cartons 2, 3.

The cardboard strip 68 is then grasped and pulled downwardly to unroll the sheet 64 and withdraw it through the slot 33. When the sheet 64 is fully withdrawn, the strip 62, being longer than the slot 33, remains within the carton 3 and retains the upper end of the sheet 64 therein. The sheet 64 is pulled taut and the strip 68 is then secured to the column 56, the latter fitting snugly within the notch 75 to provide a tight friction fit between the column 56 and strip 68 and hold the sheet 64 taut adjacent to the column 56.

In the herein described embodiment of the present invention, two tubes 53, 55 and a connector tube 54 are telescoped together to form the column 56. However, it should be understood that additional tubes and connectors may be employed depending upon the desired overall height of the column 56. These additional tubes and connectors preferably should be no longer than the length of the carton in which they are housed.

It will be seen that the cartons 2, 3 not only provide surfaces for the presentation of advertising matter but also serve the additional purpose of providing a housing for the components of the display A. Therefore, no additional packaging or wrapping is required for the display.

In compliance with the requirements of the patent statutes, we have shown and described a preferred embodiment of the invention. It is, however, to be understood that the invention is not limited to the precise construction herein shown, the same being merely illustrative of the principles of the invention. What is considered new and desired to be secured by Letters Patent is:

1. An advertising display kit comprising a cardboard blank folded to form a pair of rectilinear cartons, said blank having a score line between the cartons which constitutes a hinge connecting the cartons together along adjacent longitudinal edges, said cartons being swingable relative to each other along the hinge from one position where two outer surfaces of the cartons are juxtaposed facing each other to a second position wherein the two outer surfaces are approximately in the same plane, a plurality of column sections within one of the cartons, the sections being connectable end to end to form a column having a length greater than the length of the carton in which they are disposed, and a roll of sheet of material within the other carton and having one end thereof projecting through a slot in said other carton at a longitudinal edge of said one surface thereon, said last-mentioned edge being opposite to the hinge.

2. An advertising display kit comprising a pair of rectilinear cartons hinged together along adjacent edges, said cartons being swingable relative to each other along the hinge from one position where two outer surfaces of the cartons are juxtaposed facing each other to a second position wherein the two outer surfaces are presented in the same direction, a plurality of column sections within one of the cartons, the sections being connectable end to end to form a column having a length greater than the length of the carton in which they are disposed, and a roll of sheet of material within the other carton and hav-

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ing one end thereof projecting through a slot in said other carton at a longitudinal edge of said one surface thereon, said last-mentioned edge being opposite to the hinge, the end of the sheet projecting through said slot having means for attaching the sheet to one of the column sections when the kit is assembled, and said cartons having means for receiving the column.

3. An advertising display kit comprising a cardboard blank molded to form a pair of rectilinear cartons, said blank having a score line between the cartons which constitutes a hinge connecting the cartons together along adjacent longitudinal edges, said cartons being swingable relative to each other along the hinge from one position where two outer surfaces of the cartons are juxtaposed facing each other to a second position wherein the two outer surfaces are approximately in the same plane, a plurality of column sections within one of the cartons, the sections being connectable end to end to form a column having a length greater than the length of the carton in which they are disposed, and a roll of sheet of material within the other carton and having one end thereof projecting through a slot in said other carton at a longitudinal edge of said one surface thereon, said last-mentioned edge being opposite to the hinge, the end of the sheet projecting through said slot having means for attaching the sheet to one of the column sections when the kit is assembled, and said cartons having openings which are aligned when the cartons are in the second position for receiving the column.

4. An advertising display kit comprising a single cardboard blank folded to form a pair of rectilinear cartons, said blank having a score line between the cartons which constitutes a hinge connecting the cartons together along adjacent longitudinal edges, said cartons being swingable relative to each other along the hinge from one position where two outer surfaces of the cartons are juxtaposed facing each other to a second position wherein the two outer surfaces are approximately in the same plane, said outer surfaces each containing legible indicia that is protected when the cartons are in said one position, a plurality of column sections within one of the cartons, the sections being connectable end to end to form a column having a length greater than the length of the carton in which they are disposed, and a roll of sheet of material within the other carton and having one end thereof projecting through a slot in said other carton at a longitudinal edge of said one surface thereon, said last-mentioned edge being opposite to the hinge, the end of the sheet projecting through said slot having means for attaching the sheet to one of the column sections when the kit is assembled, and said cartons having means for receiving the column when the cartons are in the second position.

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**UNITED STATES PATENT OFFICE
CERTIFICATE OF CORRECTION**

Patent No. 3,147,560

September 8, 1964

Sol J. Berger et al.

It is hereby certified that error appears in the above numbered patent requiring correction and that the said Letters Patent should read as corrected below.

Column 4, line 9, for "molded" read -- folded --.

Signed and sealed this 22nd day of December 1964.

(SEAL)

Attest:

ERNEST W. SWIDER
Attesting Officer

EDWARD J. BRENNER
Commissioner of Patents