Jan. 27. 1925. 1,524,410

B. I. SOMMER

ADVERTISING DISPLAY

Filed Feb. 19, 1924

Fig. 1.

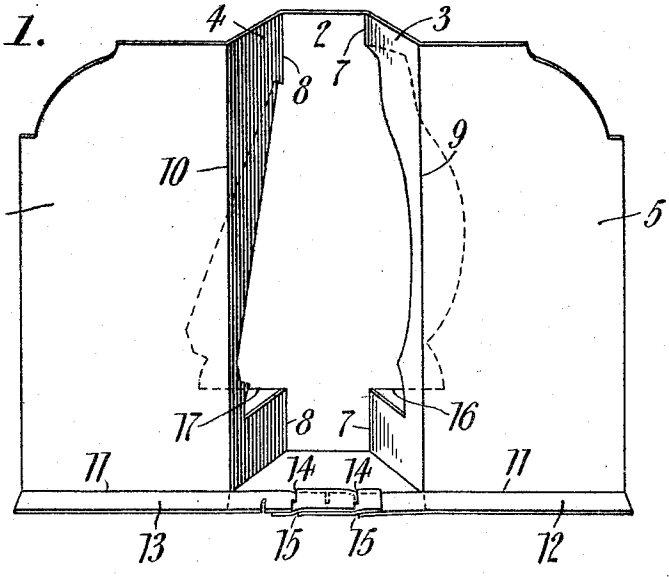


Fig. 2.

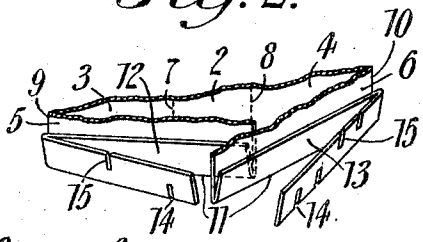
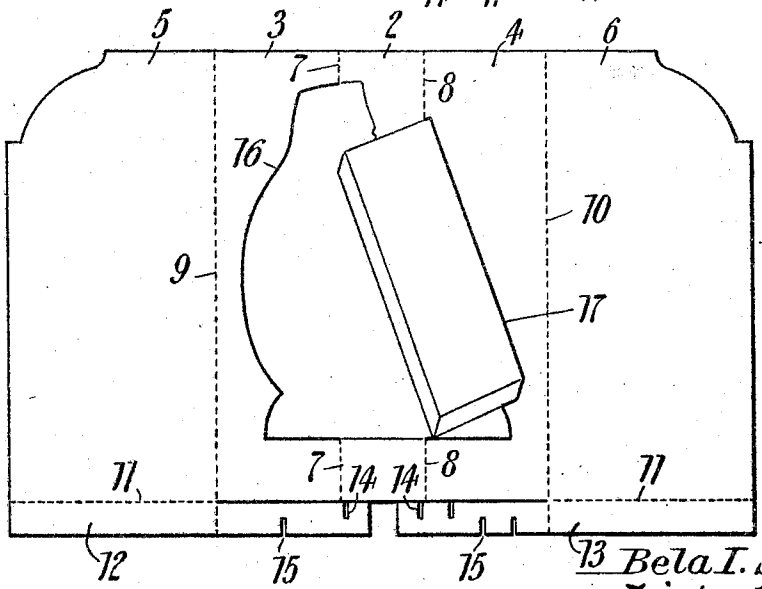


Fig. 3.



Inventor;
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By Wilbur M. Stone!
his Attorney.

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UNITED STATES PATENT OFFICE.

BELA I. SOMMER, OF TUCKAHOE, NEW YORK, ASSIGNOR TO SNYDER & BLACK, INCORPORATED, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

ADVERTISING DISPLAY.

Application filed February 19, 1924. Serial No. 693,780.

To all whom it may concern:

Be it known that I, BELA I. SOMMER, a citizen of the United States, and a resident of Tuckahoe, in the county of Westchester and State of New York, have invented certain new and useful Improvements in Advertising Displays, of which the following is a specification.

This invention relates to advertising displays and particularly to those constructed of sheet material and which may be erected into display position from collapsed condition.

The object of my improvements is to provide a display of the character described, of attractive appearance and simple construction, and which may be securely erected in display position by means inherent in the device.

To these ends my improvements comprise features illustrated in their preferred embodiment in the drawing accompanying this specification, wherein:—

Figure 1 is a rear perspective elevation of my improved device erected in display position. Fig. 2 is a fragmentary detail perspective view of the lower part of the device in partially folded or collapsed condition. Fig. 3 is a front plan view of the device laid out flat. All the figures of the drawing are to one scale.

My improved device is preferably formed of one integral sheet of material such as cardboard, and the principal members thereof comprise five upright panels, articulated to each other, respectively. Mid-panel 2 is preferably relatively narrow, and intermediate panels 3, 4, articulated to said mid-panel along its upright edges at 7, 8, respectively, are preferably somewhat wider than said mid-panel, and edge panels 5, 6, articulated to intermediate panels 3, 4, along their outer upright edges 9, 10, respectively, are preferably somewhat wider than said intermediate panels, respectively. The articulating score lines at 7, 8, 9, 10 are preferably normal to base line 11 of the device and parallel with each other.

Articulated to those portions of base line 11 at the foot of panels 5, 6, are relatively narrow strips 12, 13, respectively, inreaching toward each other under panels 2, 3, 4 but not attached to those panels. Said inreaching ends of strips 12, 13 are provided with means, such as notches 14, 15, for mutually interlocking. Said sets of notches are in duplicate so that said strips may be latched together in more than one interlocking position, whereby the display may be extended to different widths at pleasure.

If desired, portions as 16, 17, respectively, may extend into and be cut from the area of either or both of panels 3, 4, while ramaining connected with mid-panel 2, to be carried forwardly with said mid-panel for display purposes when the device is erected whereby said mid-panel is offset from said edge panels and in a plane parallel thereto.

The device is erected by folding panels 3, 4, backwardly relatively to mid-panel 2, and panels 5, 6 forwardly, relatively to the intermediate panels, and into a common plane. Then strips 12, 13 are folded upwardly, preferably at right angles to panels 5, 6 and at the rear of the device, and the inreaching ends of said strips interlocked, see Fig. 1, for sustaining the device in display position. Fig. 2 illustrates one manner of arranging the device into flat form for stacking or shipping.

I claim:

1. In a device of the character described the combination of five upright panels comprising a forward reaching mid-panel, opposite receding intermediate panels articulated to the opposite side edges respectively of said mid-panel and opposite edge panels in approximately one plane vertically articulated to said intermediate panels, portions of the opposite side edges of said mid-panel being cut from the area of said intermediate panels respectively, and strips articulated to the lower edges of said edge panels respectively provided with means for mutually interlocking for holding the device in display position.

2. In a device of the character described the combination of five upright panels com-

prising a forwardly reaching mid-panel, opposite receding intermediate panels articulated thereto and opposite edge panels in approximately one plane articulated to said intermediate panels, said lines of articulation being parallel, and strips articulated to the lower edges of said edge panels respectively and having their inreaching ends provided with means for mutually interlocking for holding the device in display position.

In witness whereof, I hereby affix my signature this 8th day of February, 1924.

BELA I. SOMMER.