Dec. 11, 1928. 1,694,551

R. B. MELLER

DISPLAY DEVICE

Filed Dec. 26, 1924

FIG. 1.

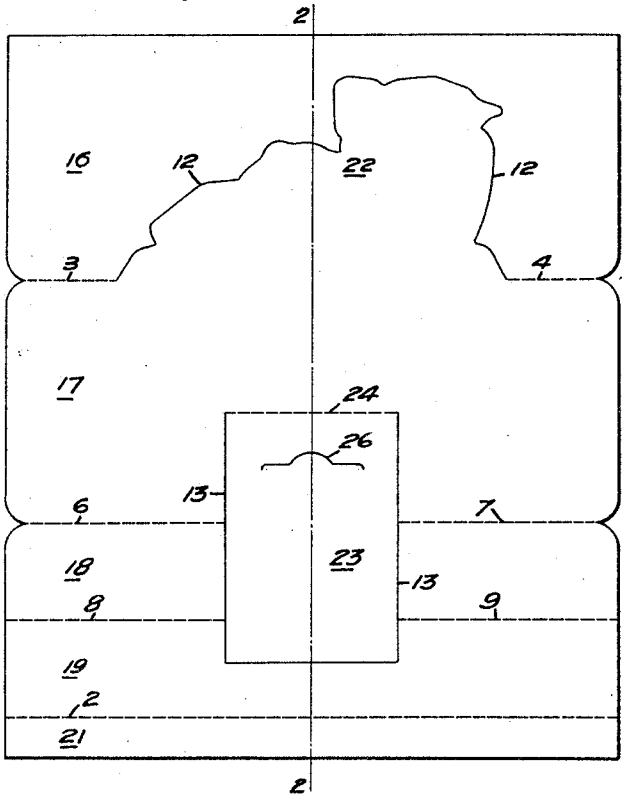


FIG. 2.

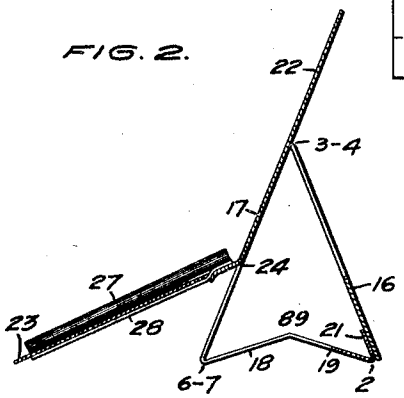
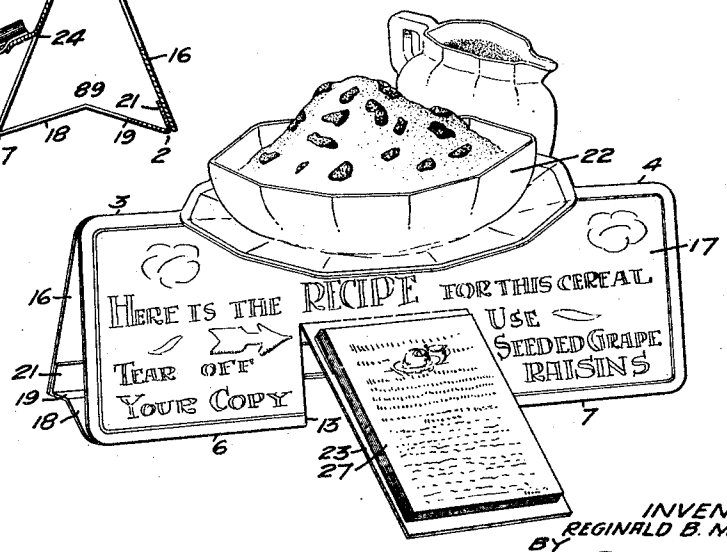


FIG. 3.



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UNITED STATES PATENT OFFICE.

REGINALD B. MELLER, OF ALAMEDA, CALIFORNIA, ASSIGNOR TO THE PARAFFINE COMPANIES, INC., OF SAN FRANCISCO, CALIFORNIA, A CORPORATION OF DELAWARE.

DISPLAY DEVICE.

Application filed December 26, 1924. Serial No. 758,071

My invention relates to display stands and particularly to advertising display stands.

An object of my invention is to provide a device which can be folded into a flat compact package for shipment or storage, and which can be unfolded into a stable stand for display purposes.

Another object of my invention is the production of a display stand comprising a plurality of perspective surfaces from a single sheet of material.

A further object of the invention is the provision of a display device having improved means for mounting an object forming part of the display.

The invention possesses other objects and features of advantage, some of which, with the foregoing, will be set forth in the following description of the preferred form of my invention which is illustrated in the drawings accompanying and forming part of the specification. It is to be understood that I do not limit myself to the showing made in said drawings and description, as I may adopt variations of the preferred form within the scope of my invention as set forth in the claims.

Referring to the drawings—

Fig. 1 is a plan view of a flat blank comprising my display stand as it appears before printing or folding. The dotted lines indicate creases or fold lines and the heavy full lines indicate the edges or severed portions of the design.

Fig. 2 is a vertical sectional view of the display stand when set up. The line 2—2 of Fig. 1 indicates where the plane of section cuts the blank.

Fig. 3 is a perspective view of my display stand in folded position.

Generally speaking, my invention comprises a generally quadrilateral sheet of material, such as paper board, creased transversely to permit folding into a flat compact package or a stable display stand. When folded into the form of a display stand certain perspective surfaces are formed for displaying the advertising matter, or for mounting an object forming part of the display. In order to present additional perspective surfaces and extend one or more of those previously formed, the sheet is cut so as to partially sever portions, and these portions form the desired additions.

In detail, my invention comprises a generally quadrilateral sheet of fibrous material preferably paper board, with a transverse crease 2 and transverse alined creases 3 and 4 extending inwardly from opposite sides of the sheet to the slit 12. Additional alined creases 6 and 7, and 8 and 9 extend inwardly to the slit 13, so that the sheet is divided into areas 16, 17, 18, 19 and 21. Extending into the area 16 from the area 17 is an uncreased extension 22 of the area 17 and on the combined areas 17—22 advertising or other matter is displayed. Extending into the surfaces 17, 18 and 19 is a mounting tab or portion 23 which is severed from the surfaces along three sides by the slit 13 but left connected to the main sheet in the area 17 on the crease line 24. A small slit 26 is formed in the mounting tab 23 to receive a tongue or tab or other coacting device provided on the object which the mounting tab is adapted to hold.

The sheet is folded along the crease 2 and the alined creases 8 and 9, and 3 and 4, and the portion 21 adhesively secured to the portion 16. A continuous sheet in the form of a flat two-layer package is thus provided which requires little storage space and which is conveniently packed for shipping. In this form the partially severed uncreased portion 22 extends beyond the alined creases 3 and 4 and the mounting tab 23 extends beyond the alined creases 6 and 7, and 8 and 9.

To form the display stand of my invention, the two-layer package is opened, the portion 23 being folded outwardly from the surface 17 on the crease 24. The alined creases 8 and 9 are then pushed inwardly, forming a reentrant angle so that the device rests on the creased edges 6—7 and 2. The partially severed portion 22 appears as an upward extension of the perspective surface 17; and the partially severed portion 23 forms a perspective surface projecting from the area 17 and in different angular relation to the horizontal. A pad of recipes 27 may be mounted on the portion 22 by means of a tongue 28 which may be inserted in the slit 26.

It will be apparent without further description that small pieces of merchandise such as collar buttons, toilet articles, or other objects which it is desired to display, may be mounted on the stand in place of the pad of recipes shown herein.

I claim:

1. A display device comprising a single sheet having opposite ends joined and pro-

vided with creases to form a plurality of panels, and a plane portion forming a mounting for an object, said portion being partially severed from more than one of said panels and united thereto along a crease spaced within the front panel.

2. A display device comprising a single sheet having opposite ends joined and provided with creases to form a plurality of panels, and an uncreased portion severed from one panel and partially severed from the adjacent panel, said portion extending from said second panel and forming a seat on which an object may be mounted.

3. A display device comprising a single sheet having opposite ends joined and provided with creases whereby said sheet may be folded to form a plurality of panels, one of said panels forming the base of said device, a second panel forming a perspective surface on which advertising matter may be displayed, and a portion severed from the base and display panels to form a seat on which an object of the advertising matter may be mounted, and said severed portion provided with a slit forming means for retaining the object thereon.

4. A display device comprising a single sheet having opposite ends joined and provided with parallel folding creases to form a plurality of panels, and a plane portion forming a mounting for an object, said portion being partially severed from more than one of said panels and united thereto along a crease within the front panel, said crease being parallel with the folding creases.

In testimony whereof, I have hereunto set my hand.

REGINALD B. MELLER.