Dec. 15, 1925. 1,565,758

A. G. SNIDER

DISPLAY DEVICE

Filed Aug. 28, 1924

Fig:1.

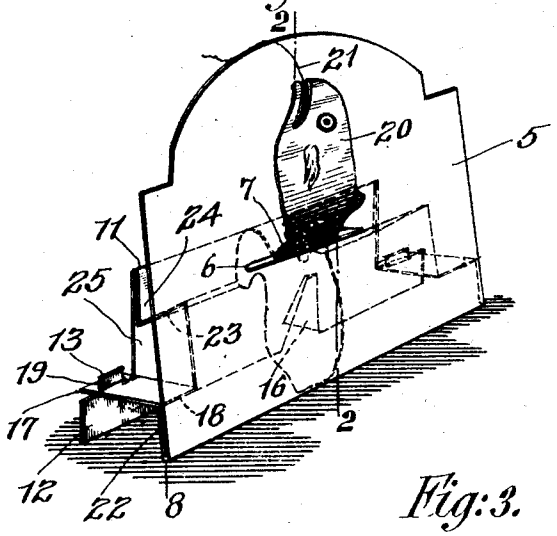


Fig:2.

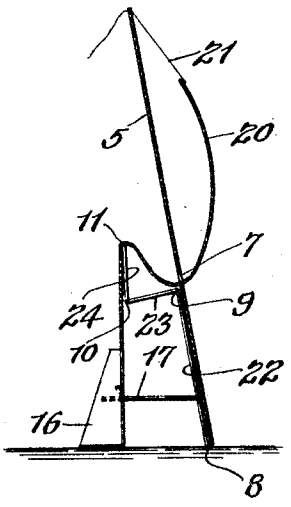


Fig:3.

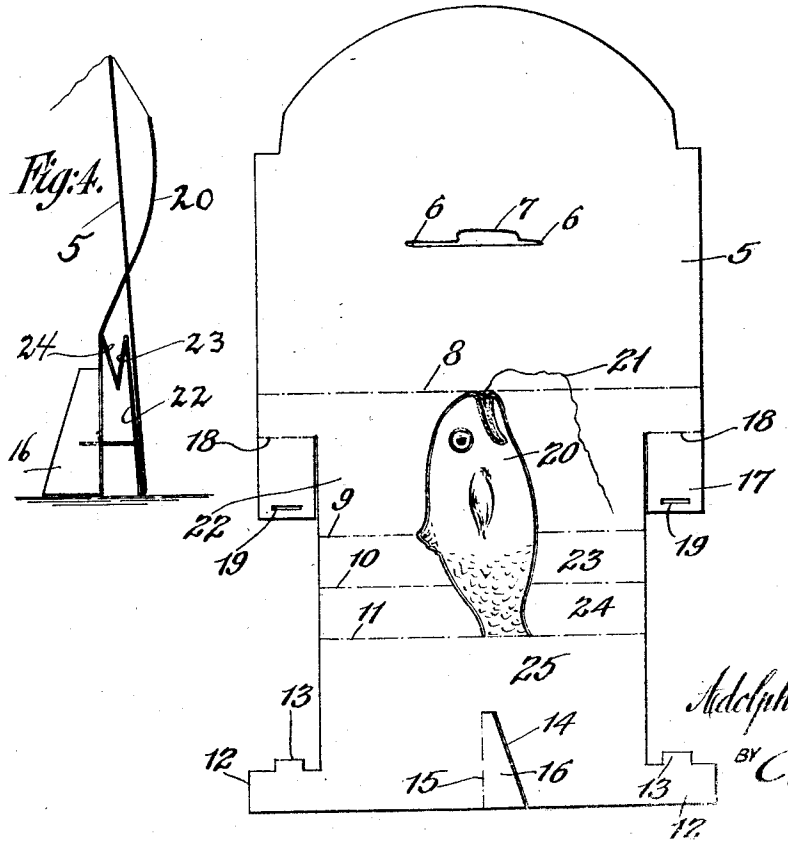


Fig:4.

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UNITED STATES PATENT OFFICE.

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DISPLAY DEVICE.

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To all whom it may concern:

Be it known that I, ADOLPH G. SNIDER, a citizen of the United States, resident of Brooklyn, in the county of Kings, State of New York, have invented new and useful Improvements in Display Devices, of which the following is a specification.

This invention relates to display devices, and has for its primary object to provide a one piece structure which may be readily cut out in a single stamping operation, and the parts of which are capable of easy and quick relative arrangement so that the structure will be self-supporting upon a counter, the floor of a show window or upon a shelf or stand to provide a realistic and attractive display of articles of merchandise.

It is a more particular object of the invention to provide a device for the display of commercial commodities, comprising a main display panel and a second display portion flexibly and integrally connected with the structure and adapted to be arranged or associated in juxtaposition to suitable printed advertising matter on the face of said panel.

With the above and other objects in view, the invention consists in the improved display device and in the form and construction and relative arrangement of its several parts as will be hereinafter more particularly described, illustrated in the accompanying drawing and subsequently incorporated in the subjoined claims.

In the drawing, wherein I have illustrated one simple and practical embodiment of the invention, and in which similar reference characters designate corresponding parts throughout the several views,—

Figure 1 is a perspective view of my improved display device;

Fig. 2 is a vertical section taken on the line 2—2 of Fig. 1;

Fig. 3 is a plan view of the stamped or cut blank from which the device is formed, and

Fig. 4 is a verticle section of a slightly modified form.

In the preferred construction of my present invention, the device is stamped or cut into the blank form shown in Fig. 3 of the drawing, from a sheet of cardboard or other suitable material of the requisite thickness. This blank may be cut from the cardboard sheet to provide a main panel 5 of any suitable size, dimensions and outline form. In the same operation, this main panel section of the article has a horizontally extending slot herein, said slot in the present instance, being shown as provided with relatively narrow sections 6 and a wider intermediate section 7. This, however, is not essential, and said slot or opening may be of various other forms or shapes.

The cut blank is scored or weakened along the parallel horizontal lines indicated at 8, 9, 10 and 11 respectively. That part of the blank, the point between the fold or score lines 8 and 9 to a point adjacent one end thereof, is of reduced width, said end of the blank having lateral extensions 12 provided with the lugs 13 on one of their edges. This end of the blank is also cut at its central portion as indicated at 14 and provided with the score line 15 to produce a bendable stay or support 16. In spaced relation to the score line 8 and at each side of the relatively narrow section of the blank, the tabs or extensions 17 are formed and are bendable with respect to the plane of the blank along the score lines 18. Each of these extensions is provided with a slot or opening 19 for a purpose which will be presently referred to.

Between the score or fold lines 8 and 11, the central portion of the blank is cut to provide a part 20 which is free from connection with the blank at its lateral or side edges and at one end thereof, by means integrally although flexibly connected with the structure of the blank at its other end and approximately at the score line 11. This part 20 may be of any form or shape in accordance with the particular commodity to be advertised and may be appropriately printed on one side. As herein shown, I have illustrated this part in the form of a fish, the tail portion of which is integral with the blank at the score line 11. At the other end thereof and apparently extending out of the mouth of the fish, a line or string 21 is attached.

In the use of the device, the blank is first folded along the score line 8 to dispose the part thereof between the score lines 8 and 9 against the rear side of the main panel 5. In this folding movement, the cut-out part 20 is displaced from its position in the plane of the blank and the free end thereof is passed forwardly through the opening 6 in the panel 5. The part 22 of the blank between the score lines 8 and 9 engaging closely against the lower portion of the panel 5 affords a firm brace or support for

said panel when the latter is disposed in an inclined position shown in Fig. 2 of the drawings. The blank is then reversely folded along the score line 9 so that the part 23 thereof between this score line and the score line 10 extends inwardly and downwardly at a slight inclination in the blank at the score line 10 and bent upwardly, the part 24 between said line and the score line 10 extending substantially in a vertical plane while the end portion 25 of the blank is bent along the score line 11 to extend downwardly from the part 24 and rest at its lower edge upon the surface of the window, floor or other support. The tabs or extensions 17 are then bent downwardly at the rear side of the panel 5 to extend in a horizontal plane as seen in Figure 1 of the drawings, the lugs 13 being engaged through the openings 19 in said extensions. Thus the part 25 is held against spreading or separating movement with respect to the part 22. After the blank has been folded and set up on this manner, the cut-out part 20 is drawn through the opening 6 upwardly over the front side of the panel 5 and held in position relative to said panel by engaging the string or cord 21 in a notch in the upper edge of the panel or attaching said string to the rear side thereof. However, it will be understood that any other desired means might be employed for retaining the part 20 into substantially fixed position relative to the panel 5. The front surface of said panel has suitable advertising matter printed thereon appropriate to the device or article manufactured, by the part 20.

It will be seen that a display device of the above character may be produced at nominal cost, and the several parts thereof can be very easily and quickly arranged in the proper relative positions to form a secure and firm support for the main display panel when the device is set up in position for use. Also when not in use, the several parts may be readily returned to their former positions wherein they are all disposed in a common plane so that a large number of such display devices can be compactly stored in a relatively small space. It will be seen that as a further means as bracing and supporting the structure when set up, the part 16 may be bent along the line 15 to a position substantially at right angles to the part 25. This, however, is not essential and if desired the part 16 may be omitted.

I have herein illustrated an embodiment of the invention which I have found to be quite desirable in practical use. However, it is to be understood that the device is susceptible of embodiment in many other alternative forms, and I, therefore, reserve the privilege of resorting to all such legitimate changes in the form, construction and relative arrangement of the several parts as may be fairly embodied within the spirit and scope of the invention as claimed.

I claim:

1. A display device formed from an integral blank, comprising a front panel section having an opening therein, a rear supporting panel section, connecting sections between said front and rear panels, said sections being bent with respect to each other, and a display member comprising a part cut out from the connecting sections adapted to extend upwardly from said rear panel section and be projected through the opening in the front panel section for display in front thereof.

2. A display device formed from an integral blank, comprising a front panel section having an opening therein, a rear supporting panel section, connecting sections between said front and rear panels, said sections being bent with respect to each other, a display member comprising a part cut out from the connecting sections adapted to extend upwardly from said rear panel section and be projected through the opening in the front panel section for display in front thereof, means for holding said front and rear sections in spaced relation with respect to each other, and means for connecting the upper end of said display member with the upper end of the front panel section.

3. A display device formed from an integral blank, comprising a front panel section having an opening therein, a rear supporting panel structure, foldably connected intermediate sections between the front and rear panel sections, said intermediate sections having a cut around the outline of a part thereof within the confines of the blank defining a display member adapted to be bent with respect to said supporting panel structure and projected through the opening in the front panel section for display in front of the front panel.

4. A display device formed from an integral blank, comprising a front panel section having an opening therein, a rear supporting panel section and connecting sections between said front panel and the rear supporting panel section foldably connected with each other, said connecting section having a cut around the outline of a part thereof within the confines of the blank defining a display member adapted to be bent with respect thereto and projected through the opening in the front panel portion for display in front thereof, and means for holding said supporting panel section spaced from said front panel when the display device is erected with the display member projected through the opening in the front panel.

In testimony that I claim the foregoing as my invention, I have signed my name hereto.

ADOLPH G. SNIDER.