

Oct. 16, 1928.

1,687,875

R. B. MELLER

DISPLAY STAND

Filed Jan. 8, 1924

FIG. 1.

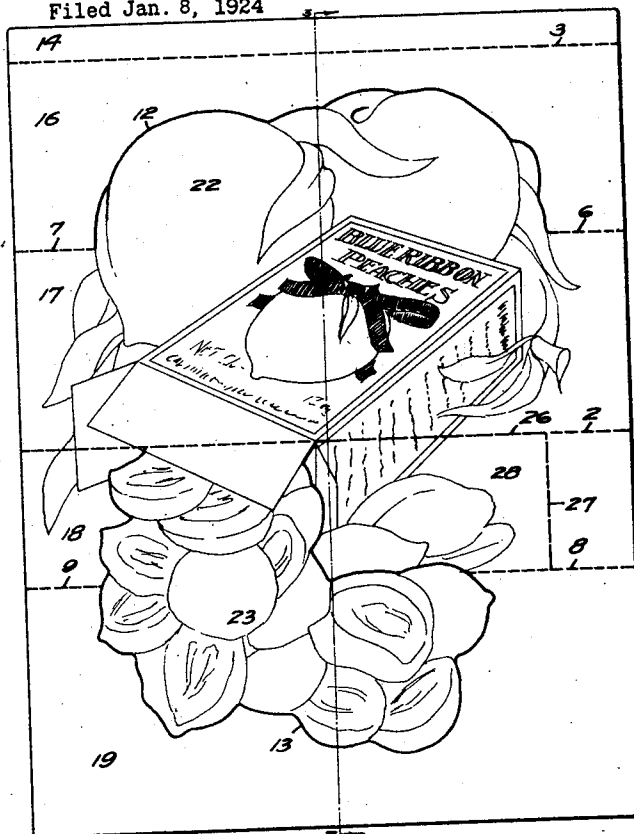


FIG. 4.

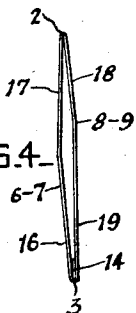


FIG. 3.

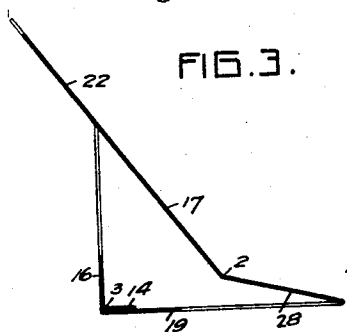
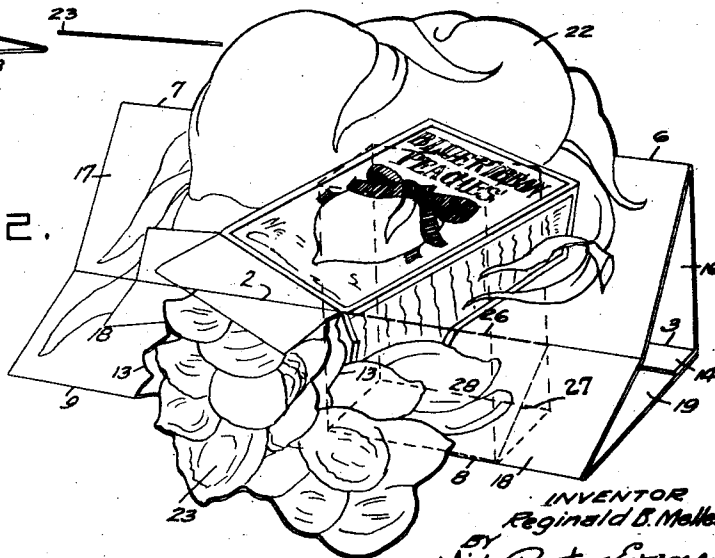


FIG. 2.



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DISPLAY STAND.

Application filed January 8, 1924. Serial No. 684,985.

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 compact package when not in use, and which can be made 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.

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:—

Figure 1 is a plan view of a flat piece comprising my display stand as it appears before folding. The dotted lines indicate fold lines and the heavy full lines indicate the severed outline of the design displayed by my stand. The dashed line indicates perforation.

Figure 2 is a perspective view of my display stand in folded position.

Figure 3 is a vertical sectional view of the display stand. The plane of section is indicated by the line 3—3 of Figure 1.

Figure 4 is an end elevation of the device when folded into a flat package. The sides are shown slightly parted to illustrate the respective positions of the various portions of the sheet.

Generally speaking, my invention comprises a regular quadrilateral sheet of material, such a paperboard, 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 which is the function of the device, and 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 regular quadrilateral sheet of fibrous material preferably paperboard, with transverse creases 2 and 3, and transverse aligned creases 6 and 7, and 8 and 9, extending inwardly from opposite sides of the sheet to the slits 12 and 13 respectively. These creases divide the sheet into areas 14, 16, 17, 18 and 19. Extending over the areas 16, 17, 18 and 19 which include the perspective surfaces, advertising or other matter is displayed, and the portion actually covered by such matter is severed from the portion 16 by the slit 12, and from the portions 18 and 19 by the slit 13.

The sheet is folded along the creases 2 and 3 and the edge of the portion 19 is adhesively secured to the portion 14. 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. The several portions on which the subject matter of the display appears, lie within their original planes at this time.

There are many types of advertising display stands now being used but such devices have objectionable features. They frequently comprise a number of separate pieces and there is always the danger that the device will be improperly assembled or that a part will be lost. In some cases the different parts of the stand are held together by strips adhesively secured to each of the surfaces. The production of such a stand is costly, as much hand work is required. Also many of the stands now being used are not stable and require additional support. If they are stable it is usually impossible to take them down and they are cumbersome to handle, require a large storage space and are difficult to pack for shipping. My invention provides a stand which can be produced very cheaply, can be folded into a one-piece, two-layer package for shipping or storage, and which can be almost instantly made into an attractive stable display stand and as readily knocked down into flat form.

To form the display stand of my invention, the two-layer package is opened, the crease 2 is pushed inwardly toward the portion 19, thus forming a reentrant angle, and two perspective surfaces, 17 and 18, at different angles to the horizontal. At the same time the aligned creases 6 and 7, and 8 and 9 are folded, the partially severed portions 23

and 22 extending beyond the fold line 2, and the aligned fold lines 6 and 7 respectively. The partially severed portion 22 then appears as an extension of the perspective surface 17; and the partially severed portion 23 forms a perspective surface in still different angular relation to the horizontal.

In the drawings I have shown a display stand advertising a dried fruit. The cut-away portions 22 and 23 form a perspective on which is pictured fresh and dried fruit, the fresh fruit forming a background for a container from the open ends of which pieces of dried fruit are falling.

Thus it will be seen that my invention provides a display stand comprising a plurality of perspective surfaces in different angular relation to the horizontal, so that an observer when viewing the matter displayed will see the various elements of the design in their perspective relationships.

By the term perspective surfaces I refer to the angular relationship of one display surface to the other display surfaces which emphasizes the relative positions of the objects sought to be depicted thereon. In order to enhance the optical effect the partially severed portions may be cut so that they outline a particular display element, or such display element together with other elements may be shown on the surface by being depicted in perspective relationship thereon.

In some instances it may be desirable to set an actual specimen of the subject matter of the display within the perspective planes. For such purpose the lines 26 and 27 are perforated, and may, at the option of the user, be severed, thus providing space in which the specimen, for example a carton 29 shown in Figure 2, may be seated. In the drawings the area thus affected is part of the portion 18 and is indicated in Figure 2 by the reference numeral 28.

I claim:

1. A single sheet folded to form a display stand having a base and sides, display designs on one of said sides, a portion of said sheet severed from said base to pivot at one of the folds and forming a perspective surface extending from and at an angle to said design carrying side, said perspective surface correlated with said designs in making a unitary display.

2. A sheet having opposite ends fixedly

joined to form a structurally continuous band and provided with slits and creases to permit the optional folding of the sheet into a flat package or into a stable display stand, a portion of said sheet partially severed therefrom to pivot at one of the fold lines and forming a perspective surface extending from and at an angle to said stand, and designs on said sheet correlated with said perspective surface to form a unitary display.

3. A sheet having opposite ends fixedly joined to form a structurally continuous band and provided with creases to permit the optional folding of the sheet into a flat package or a stable display stand showing in cross section a polyhedral having a reentrant angle, the legs of which form perspective surfaces, and a portion comprising a surface partially severed therefrom and pivoted thereto along the crease of the reentrant angle, said perspective surfaces and said severed portion carrying a correlated advertising design.

4. A single sheet folded to form a display stand comprising a base and a side disposed at an angle to said base, a portion of said sheet severed from said base to pivot at one of the folds and forming a perspective surface extending from said side, and at an angle thereto, and designs on said side correlated with said perspective surface in forming a unitary display.

5. A single sheet folded to form a display stand having a base and sides, display designs on one of said sides, a portion of said sheet severed from said base to pivot at one of the folds and forming a perspective surface extending from and at an angle to said design carrying side, said perspective surface correlated with said designs in making a unitary display.

6. A single sheet folded to form a display stand having a base and sides, display designs on one of said sides, a portion of said sheet severed from said base to pivot at one of the folds and forming a perspective surface extending from and at an angle to said design carrying side, said perspective surface correlated with said designs in making a unitary display, and said sheet provided with creases whereby the display stand may be collapsed into a flat package.

In testimony whereof, I have hereunto set my hand.

REGINALD B. MELLER.