

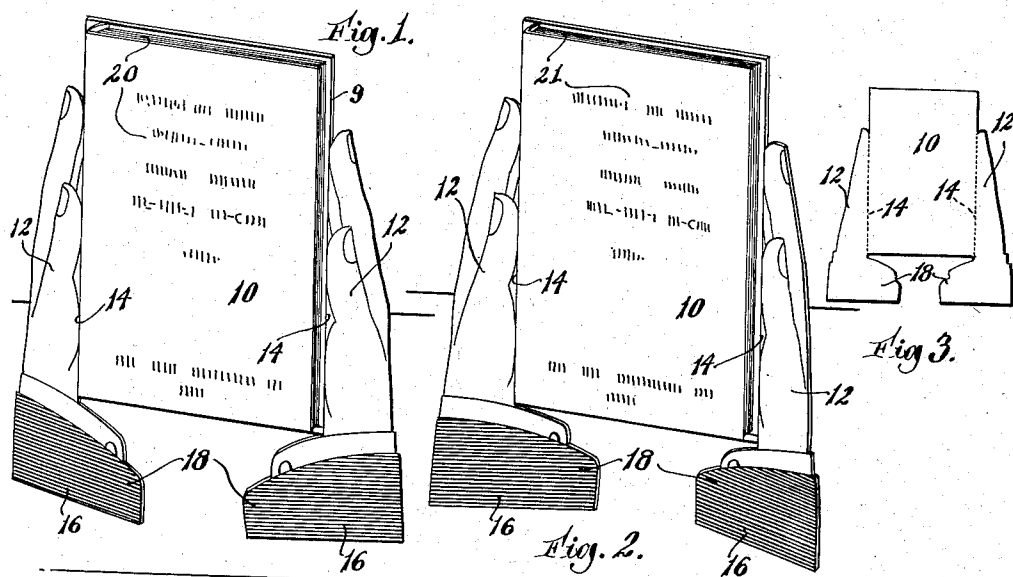
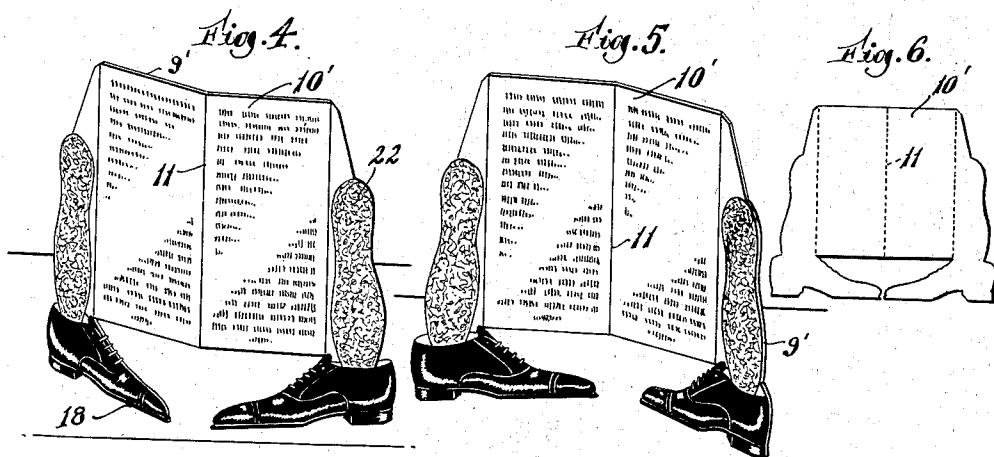
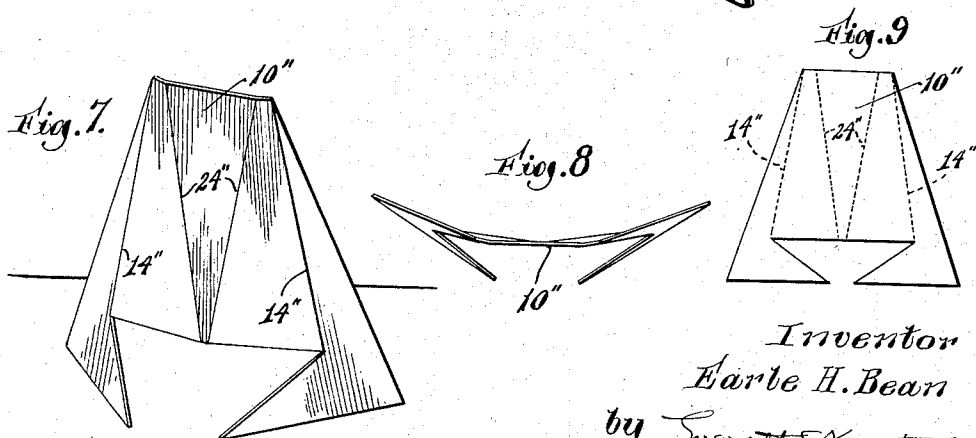
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DISPLAY DEVICE

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DISPLAY DEVICE

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This invention relates to improvements in display devices.

More particularly it relates to self-supporting cards and the like for display in erect position on a counter, table or floor. Such are useful for advertising, for holding small articles to be dispensed, and for other purposes. The invention provides an improved structure in which the support is co-ordinated as a composite part of the display, also lending superior stability of support, and providing for more efficient and effective utilization of available areas for display.

Prior devices of the general sort to which the invention belongs usually are inclined as an easel, and have a rear supporting element, like the prop of an easel, to brace the display card. This support may be a piece of cardboard folded and stuck on the back side of the display card, or the card itself sometimes has side portions, outside and inside of the edge line of the display portion, folded so as to extend forward or rearward, or both, to provide an outline of base edges on which the device can stand.

The present invention is of this latter type, and has base supports extending both to front and to rear of the main face of the device. But these supports are made available for the display purposes of the device, on both faces of each, and they are so constructed as also to make the back face of the main card available. Thus the invention provides for display utilization of all of both sides of the cardboard stock from which the device is made. Every face area on the front side of the device is coordinated with every other face area at the front side, so that all are viewable as a whole. The setting of the main front vertical makes the main back face vertical, and thus makes it available for use; and a similar coordination of every rear face area characterizes the device, when viewed from the rear, thus doubling its capacity for display.

A superior stability of support is attained by means of a pair of wing portions of the cardboard, one wing at each side of the main display area, each wing including a base portion cut from the stock which originally stood under the main display area, in the erect position thereof. The wings may be folded rearward or forward with respect to the plane of the main display area, to stand at an angle of obliquity to said face, and preferably they are folded to a degree such that the planes of the two wings converge toward a line, spaced forward or rear-

ward of the device, as the case may be, approximately in a medial vertical plane through the device at right angles to the main display face. As a wing is thus folded the undercut base portion of the wing becomes projected in direction opposite to the direction of folding. The plane of a wing crosses the plane of the main display area obliquely, with a base portion of wing extending obliquely forward and another base portion extending obliquely rearward; thereby extending in position to resist forces from either front or rear which tend to upset the device.

This structure and relation of wing supports provides the important advantages both that the face areas of the wings may be utilized as composite parts of the display, and that they can cooperate with the main face in so doing. The angle at which each wing face is displaced from the plane of the main display area need be only relatively small leaving it facing essentially forward and essentially backward, rather than sidewise, and thus it can combine with said main area in carrying additional messages in print, or in a general display effect, of multiplied size and aspect, all being viewable as one whole.

Also the undercut base portions of wings can be utilized as supports, for the setting of a sample, etc. thereon, thereby to make the device serve as an easel.

The whole rear face area becomes available for display, equally with the front, for effectual and unique advertising.

It is intended that the patent shall cover, by suitable expression in the appended claims, whatever features of patentable novelty exist in the invention disclosed.

In the accompanying drawing:

Figure 1 is a perspective of one form of display device embodying features of the invention;

Figure 2 is a similar view of the same from the rear;

Figure 3 is an elevation of a plane blank of cardboard from which the device of Figures 1 and 2 may be made.

Figure 4 is a perspective of a modified form of the invention, in which the main display area embodies a fold on a vertical line;

Figure 5 is a view of the same from the rear;

Figure 6 is an elevation of a plane blank of cardboard from which the device of Figures 4 and 5 may be made;

Figure 7 is a perspective of still another embodiment of the invention in which the main

display surface has three sections, presented to view at diverse angles;

Figure 8 is a plan of the same, when set up as in Figure 7; and

5 Figure 9 is an elevation of a plane blank from which the device of Figures 7 and 8 may be made.

Referring to the drawing, each of the display cards illustrated which may be of cardboard, sheet metal, or other stiff sheet material, has a main display body 10 which may be variously shaped, and each has narrower high side portions 12 in the nature of wings, that constitute the supporting base, which may reach to near the top, and are adapted to be folded backward or forward to a position of obliquity with respect to the plane of the face of the body 10, for supporting said body in upright position.

The invention provides for utilizing the wing faces as component parts of the display, coordinating them with the face of body 10 in such a manner that the face of body 10 and the faces of the wings 12 constitute a continuous display area visible as a whole from in front of the display device. Also it is a feature that the term "face" or "faces" is applicable alike to front and rear, the device providing equally effective display areas whether viewed from front or rear.

Therefore each wing will ordinarily have a substantial face area, so that each may provide a substantial display adjunct for the main display body 10. The wings terminate any suitable distance from that end of the body 10 which will be uppermost in the display. Preferably the outer edge of each wing will be inclined outward and downward from body 10 to provide greater width of wing at the bottom edge, which latter preferably will be appreciably below the bottom edge of body 10.

In the form of the invention shown in Figures 1-3, the main display body 10 has a large face area for displaying printed matter or any other thing, which face is in this instance represented as printed to represent a book. The thickness of the card 10 is indicated by the double line 9 seen in the top part of the figure, and the other lines 20 there seen represent lines printed on this front face of the card. Figure 2 shows the back face of the same, with other printed lines 21 which in this instance are like the printing 20 of the front face, although obviously they might be something quite different.

The wing supports are indicated generally at 12, 12, each being hingedly connected to the body 10, as at 14, 14, and each extending beyond the plane of the lower edge of body 10. The wings, which may be shaped according to any chosen design, are here represented as printed to look like a pair of hands holding the book represented on the main card 10. The wing cards and main card are really integral together, having been initially a plane piece of cardboard cut into the shape seen in Figure 3 and scored or weakened on the dotted lines 14 which make it easy subsequently to bend the card on a straight line. The whole card can then be printed, punched or otherwise treated as may be desired while in this plane condition, and can likewise be stacked, packed, shipped and generally handled as a flat card. For use, the wings may be bent on the scored line 14, as if to fold each wing upon the main card, but this bending, although herein spoken of as a folding, preferably goes only to an extent which is materially less than 90°, as indicated in Figures 1 and 2; and as the card can be at

any time restored to flat form the wings may also be said to be hinged to the main part. If the stock be of suitable quality to withstand a complete folding of 180° the completed device can be stacked and shipped with the wings bent flat over on the face or faces. This can be conveniently and practically done, for example, if the stock be of a known three-ply variety having tough and strong craft stock in the middle.

An important feature of the invention is that the pair of wings provide substantial base-edge supports 16, each extending a substantial distance both forward and rearward with respect to the body 10, while maintaining the face areas of these wings in position viewable with face 10 as a part of the display. This forward-and-rearward base edge extent is attained by stopping the fold lines 14 at a distance above the bases of the wings 12, in the plane blank, and initially designing and cutting or otherwise making a disjunction of the wing from the main part for a distance underlying the main part 10 thus creating an inward-extended part 18 of the base of each wing, to underlie the lower edge of body 10.

The device as a whole having been stamped or otherwise cut as a blank, such as is represented in Figure 3, scored and printed, preliminarily or subsequently, a bending of the wings on the scored lines 14, 14 will project the underlying portions 18, 18 forward or rearward with respect to the plane of the face 10, depending upon the direction of folding. In either case, however, each wing will have a base edge which reaches out to a substantial distance both front and back of the main part 10, and will be secure to the main part along a vertical line of considerable extent. The planes of the two wing bases will be converging forward or rearward of the plane of face 10, from their intersections with the said plane of face 10 along the lines 14. In the style illustrated in Figures 1-3, this affords a secure supporting base for the whole, with the main part 10 and wings 12 each standing in a vertical plane.

Figures 4-6 illustrate a form in which the main display face 10' is divided in two by a vertical scored fold line 11. The face 10' may be bent slightly on this line 11 as in Figures 4, 5.

Each wing and main part area is available for advertising use; and in these figures illustrate how a striking advertising display for insoles may be carried on the wings 12', 12', consisting of printed representations 12 of the insoles, the base of the wing being shaped and printed to represent a shoe. In place of these pictures, printed text might be carried by these wings and their bases. The edge of the card is seen here by the double line 9'.

Figures 7-9 illustrate still another form which the invention may assume, with the main display face 10'' divided by scored fold-lines into three sections, at slight angles to each other, yet the whole standing upright, with both front and back available for any easily read display.

In all forms of the invention the forward-and-rear base edge supports, with the wing faces only slightly displaced from the plane of the main face, are the more important features. While all display faces are combined so that the whole of one side of the card is visible from in front, and the whole of the other side from the rear, there is adequate support against upsetting forces which may strike the device from either front or rear; and the matter portrayed upon 75

main and wing parts may be designed to cooperate so as to make an integrated display.

While this description has spoken only of printing on the display faces, those faces may also be utilized for the display or dispensing of small articles which may be mounted thereon, or which may be laid on the forward projecting parts of the base, or in some cases be arranged supported by both.

It will be understood that the contour of free edges of wings and of mid-portion of the device may take any of numerous regular or peculiar shapes that may be desired. In the forms illustrated these wings give stiff support to the very tops of the mid-portions. This permits of the printing being on stock of lighter weight and less strength; and another feature contributing strongly to the same economical end is the function of the wings in holding the main or middle portion thus stiffly in a vertical plane,—in which case pull of gravity on the top of that mid-portion does not tend to bend it, as it would if that mid-portion were inclined as in the ordinary easel type of display card.

Also it will be understood that either face of the device may be called its "front", and the other its "rear"; and that the selecting of the convexity of faces in Figures 1 and 4 to be called "front" is merely for convenience of descriptive terminology, both "front" and "rear" being truly fronts.

In Figures 7, 8 and 9 a similar result is attained by an equivalent device, the departure of the hinge lines 14" from the vertical being balanced and neutralized by the introduction of the scored lines 24" which depart equally and oppositely from the vertical, so that in the net result the structure as a whole, when bent upon lines 14" and 24" stand upright with so little departure of any of its plane faces from the vertical that all of the faces on one side of the card can be read by a person from one direction of approach; and all faces on the other side of the card can be read from the other direction of approach.

I claim as my invention:

1. A display device made of stiff sheet material comprising at least three distinct display sections viewed from the front and a similar number of display sections viewed from the rear, both front and rear displays including one or more middle faces and an obliquely set wing face at each side thereof; each said wing having an edge hinge

on a substantially vertical line beside a middle face, and having a base edge extending at right angles to said edge hinge and extending obliquely to the plane of the two said hinges for a distance both forward and rearward thereof.

2. A display device made of stiff sheet material arranged in a series of inter-dependent plane-faced display sections, coordinated for display of all sections together toward the front of the device, and also coordinated for display of all sections together toward the rear of the device; two of the display faces at the front and corresponding faces at the rear being on vertical-plane side-wings set obliquely with respect to the other faces; each said wing, along one of its edges, supporting a said other face in a vertical plane; and each said wing having a base edge extending at right angles to said face supporting edge, thereby to ensure said verticality of faces, and extending a substantial distance forward and a substantial distance rearward obliquely to the plane of the display section which is adjacent to that wing.

3. A display device made of stiff sheet material comprising one or more middle display sections and two wing display sections, each wing being hinged on a vertical line at a side edge of a middle section, and each being itself in a plane oblique to the plane of a middle section, with the two wing planes converging toward a line opposite the middle of the middle sections; and each said wing having a base edge extending at right angles to a said hinge, whereby said display sections are maintained approximately vertical.

4. A display device made of stiff sheet material comprising three or more upstanding sections hinged together, wherein the two flanking sections support the one or more middle sections, and have base edges, both of which edges, oblique to each other, extend forward and extend rearward of the mid-portion of the device; and lie under the said mid-portion when the sections of the device as a whole are turned on their hinges into a single plane; any departure of the hinges of the flanking portions from verticality being neutralized by there being hinges within the mid-portion set at equal and opposite angular departure from verticality, whereby the device as a whole when set up on said oblique base edges has a full legible horizontally visible display of each face of the sheet as a whole.

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