Nov. 11, 1924. 1,515,338

W. M. CARTER

COLLAPSIBLE DISPLAY DEVICE

Filed March 1, 1924

Fig. 1.

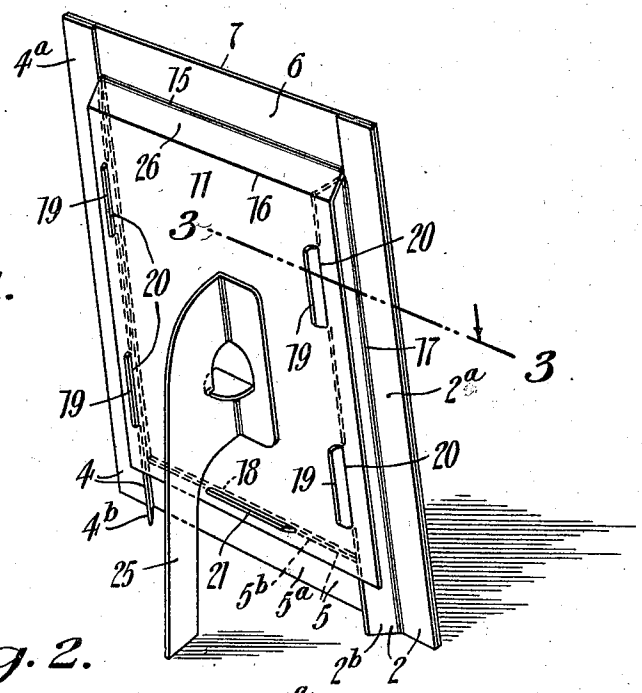


Fig. 2.

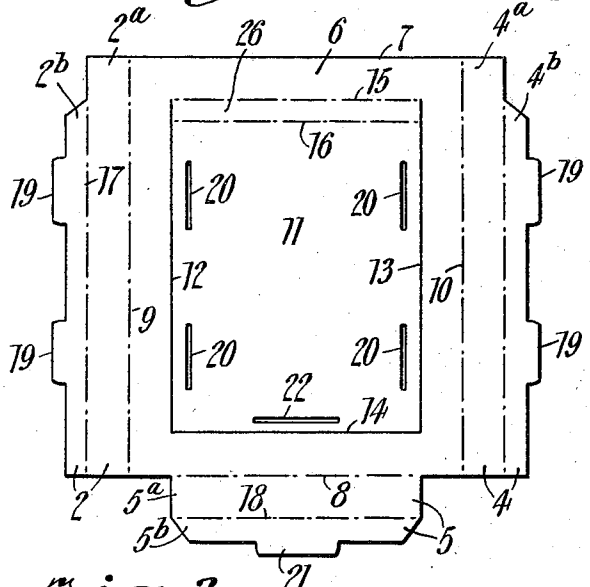


Fig. 4.

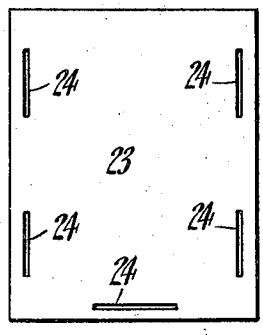
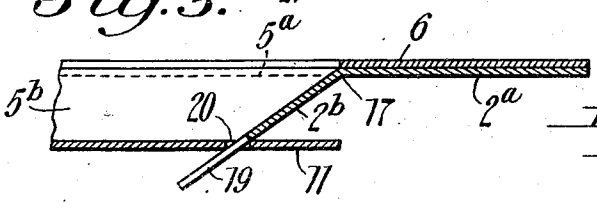


Fig. 3.



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Patented Nov. 11, 1924. 1,515,338

UNITED STATES PATENT OFFICE.

WILLIS M. CARTER, OF HOBOKEN, NEW JERSEY, ASSIGNOR OF ONE-HALF TO NICHOLAS H. LUDWIG, OF NEW YORK, N. Y.

COLLAPSIBLE DISPLAY DEVICE.

Application filed March 1, 1924. Serial No. 696,403.

To all whom it may concern:

Be it known that I, WILLIS M. CARTER, a citizen of the United States, and a resident of Hoboken, in the county of Hudson and State of New Jersey, have invented certain new and useful Improvements in Collapsible Display Devices, of which the following is a specification.

This invention relates to collapsible display devices and has for its object to provide a device of the character specified, of simple construction, rigid when erected and adapted for refilling from time to time with new display matter.

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

Figure 1 is a rear perspective elevation of my improved device erected for use. Fig. 2 is a front plan view of the blank from which the device is constructed. Fig. 3 is a fragmentary detail section of a portion of what is shown in Fig. 1, the section being taken on line 3, 3 of said figure. Fig. 4 is a plan view of a refill member. Figs. 2 and 4 are to a scale slightly less than that of Fig. 1, and Fig. 3 is to a scale much greater than those of the other figures.

My improved device is made from sheet material, preferably cardboard, and because of the peculiar reinforced features of the device, relatively thin cardboard may be used. Referring first to the blank of Fig. 2, said blank is preferably unitary for convenience in cutting and printing, if printing be done thereon, but wings 2, 4, 5 thereof can be formed separately if desired. Front 6 comprising the area between top edge 7, bottom score line 8 and side score lines 9, 10, has a mid-panel 11 separated therefrom along side lines 12, 13 and bottom line 14, while fastened to said front by connecting member 26. Said member 26 lies between parallel score lines 15, 16. Said score line 16 is spaced from score line 15 a distance commensurate with the amount of dishing desired in the mid-portion of the erected display.

Side wings 2, 4 are alike and each comprises two portions, as 2^a, 2^b of wing 2, divided by score line 17. Portion 2^a has a width equal to the distance between score line 9 and dividing line 12 of front 6, so that when wing 2 is folded upon or otherwise superposed on the rear face of that portion of front 6 between lines 9 and 12, its score line 17 will overlie dividing line 12 and portion 2^b will project inwardly an amount equal to the distance between score lines 15, 16. Bottom wing 5 is similarly divided into portions 5^a, 5^b by score line 18, portion 5^a having a vertical height equal to the width of portion 2^a of side wing 2, and portion 5^b a height equal to the width of portion 2^b of wing 2. The length of member 5^a is equal to the width of panel 11. Said side wings 2, 4 are provided with ears, as 19, 19, projecting transversely from their portions 2^b, 4^b, respectively, for interlocking with slots, as 20, 20, near the outer side edges, respectively, of panel 11, when the device is erected. Bottom wing 5 is provided, extending downwardly from its portion 5^b, with ear 21 for interlocking with slot 22 near the lower edge of panel 11.

Wing members 2^b and 4^b are cut off at their upper ends at opposite angles, respectively, so as to fit in angular relation against member 26 when the device is erected. Bottom wing member 5^b is similarly cut off at both ends at opposite angles to fit against the lower portions of members 2^b, 4^b, respectively, when folded inwardly in erection.

For insertion over the face of panel 11, when it is desired to change the display which may be printed upon the face of said panel, refill 23 of Fig. 4 may be employed. Said refill is of the same shape and size as panel 11, having a height equal to the distance between lines 14 and 16, and a width equal to the distance between lines 12 and 13 of said panel 11. Refill 23 is also provided with slots, as 24, 24, located relatively to its edges, respectively, as are the slots in panel 11 relatively to its edges, so that when said refill is placed over said panel 11, ears 19, 21 may be inserted through the slots, respectively, of both the refill and the panel.

An easel member 25 of known character may be attached to the back of panel 11 to support the device in display position.

My improved device is erected as follows: If members 2^b, 4^b, 5^b and 26 are not printed, it is efficient to fold wings 2, 4 and 5 over onto the back of front 6 along score lines 9, 10 and 8, respectively, and preferably glue or otherwise secure them there, thus provid-

ing efficient edge reinforcements. If, however, said members 2^b, 4^b, 5^b and 26 are printed or decorated, then members 2, 4 and 5 are severed along lines 9, 10 and 8, respectively, and fastened face up against the back of front 6. Panel 11 is now sprung backwardly in parallelism with front 6, member 26 being thrown into angular relation with said panel and front, and wing members 2^b, 4^b and 5^b are bent backwardly and their ears inserted into the corresponding slots in panel 11, thereby completing the frame-like construction, having a sunk mid-panel.

I claim:

1. A device of the character specified including in combination a front, a mid-panel severed therefrom along three of its four edges, the fourth edge being connected with said front by a relatively narrow connecting member, a plurality of edge wings secured to said front along its margins respectively, said wings being provided with inreaching members terminating inwardly in ears respectively, and slots in said mid-panel near its edges respectively adapted for receiving said wing member ears respectively.

2. A device of the character specified including in combination a front, a mid-panel severed therefrom along three of its four edges, the fourth edge being connected with said front by a relatively narrow connecting member, opposite side wings secured to said front along its side margins, a bottom wing secured to said front along its lower margin, said wings being provided with inreaching members terminating inwardly in ears respectively, and slots in said mid-panel near its side and lower edges adapted for receiving said wing member ears respectively, whereby when said mid-panel is sprung backwardly in parallelism with said front and said connecting member into angular relation with said panel and front and said inreaching wing members bent backwardly and their ears inserted in said mid-panel slots respectively, a frame-like construction having a sunk mid-panel is produced.

3. A device of the character specified including in combination a front, a mid-panel severed therefrom along three of its four edges, the fourth edge being connected with said front by a relatively narrow connecting member, opposite side wings secured to said front along its side margins, a bottom secured to said front along its lower margin, said wings being provided with inreaching members terminating inwardly in ears respectively, slots in said mid-panel near its side and lower edges adapted for receiving said wing member ears respectively, whereby when said mid-panel is sprung backwardly in parallelism with said front and said connecting member into angular relation with said panel and front and said inreaching wing members bent backwardly and their ears inserted in said mid-panel slots respectively, a frame-like construction having a sunk mid-panel is produced, and means for supporting the device in display position.

4. In a blank for a display of the character specified the combination of a front, a mid-panel severed therefrom along three of its four edges, the fourth edge being connected with said front by a relatively narrow connecting member, opposite side wings defined by score lines from opposite side edges respectively of said front, a bottom wing defined by a score line from the lower edge of said front, said side and bottom wings having members extending outwardly therefrom and having outstanding ears thereon respectively, and slots in said mid-panel near its side and lower edges adapted for receiving said wing member ears respectively.

5. A device of the character specified including in combination a front, a mid-panel severed therefrom along three of its four edges, the fourth edge being connected with said front by a relatively narrow connecting member, opposite side wings secured to said front along its side margins, a bottom wing secured to said front along its lower margin, said wings being provided with inreaching members terminating inwardly in ears respectively, slots in said mid-panel near its side and lower edges adapted for receiving said wing member ears respectively, and a refill member corresponding substantially in shape and size with said mid-panel and having slots near its side and lower edges respectively corresponding with the slots in said mid-panel, said refill member being adapted for insertion over said mid-panel and for locking in place by the ears of said wings.

In witness whereof, I hereby affix my signature this 28th day of February, 1924.

WILLIS M. CARTER.