Nov. 8, 1927. 1,648,654

R. B. MELLER

DISPLAY STAND

Filed Jan. 8, 1924 2 Sheets-Sheet 1

FIG. 1.

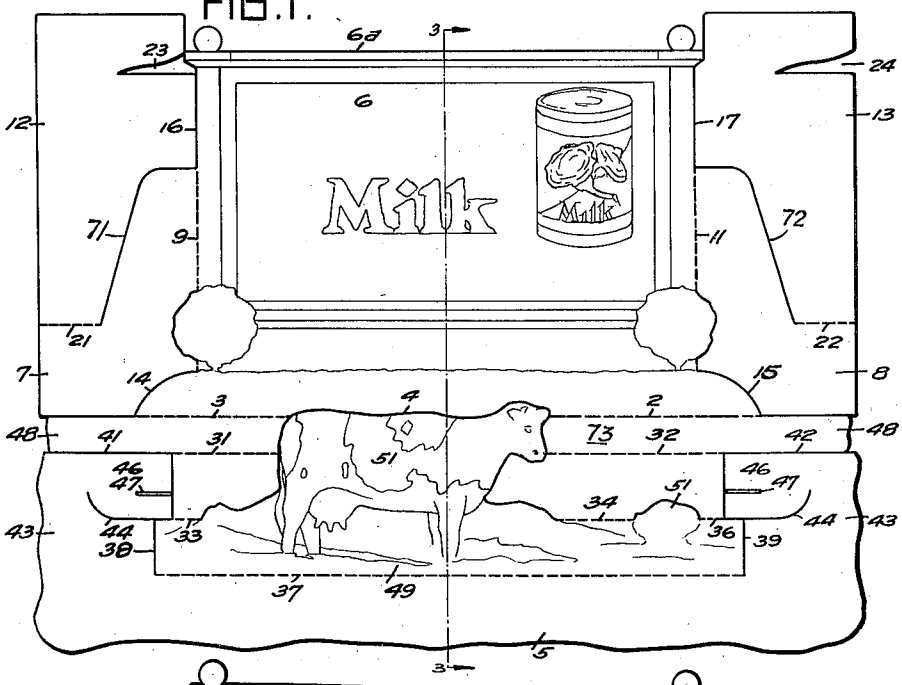


FIG. 2.

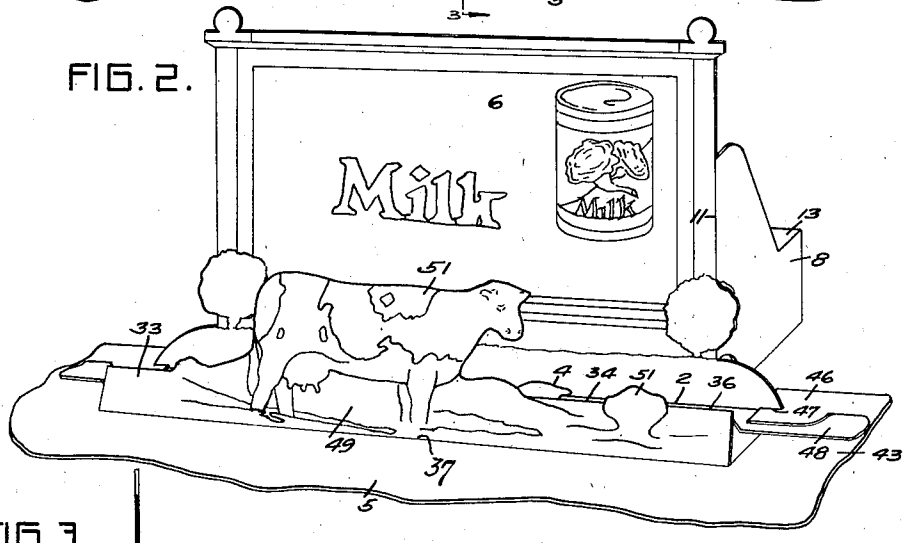


FIG. 3.

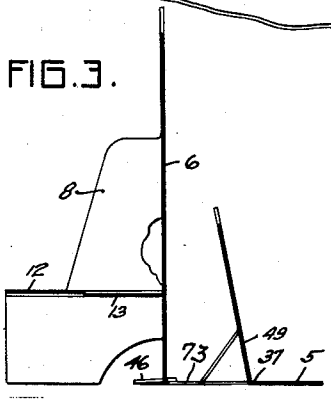
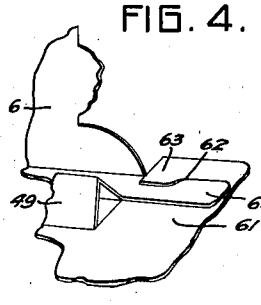


FIG. 4.



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FIG. 5.

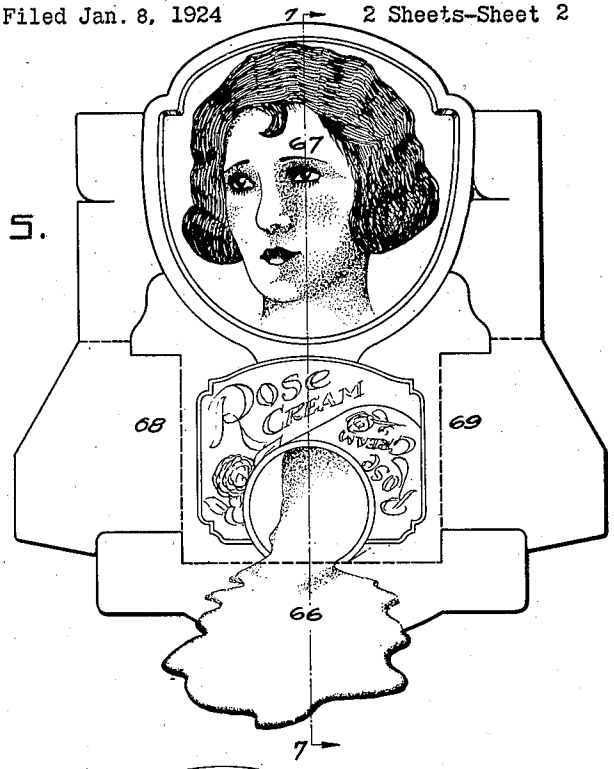


FIG. 7.

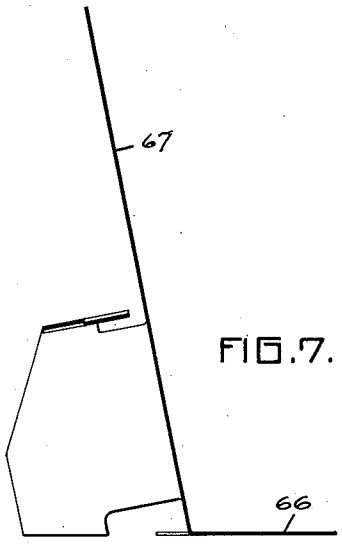
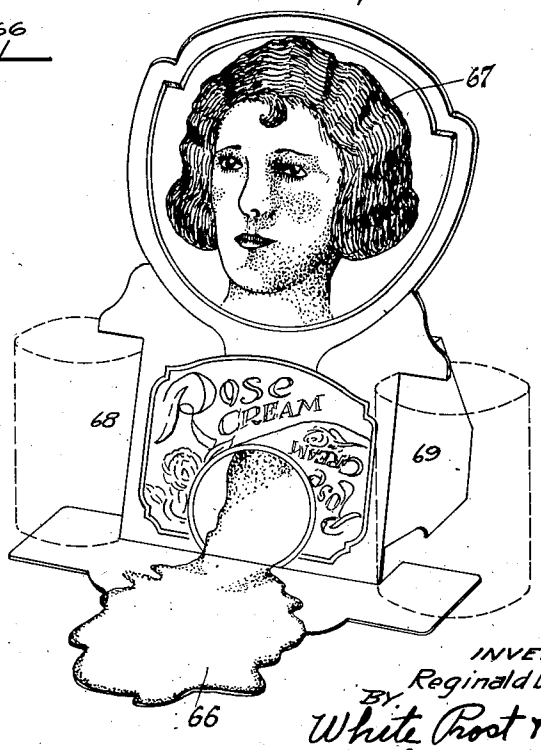


FIG. 6.



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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 STAND.

Application filed January 8, 1924. Serial No. 684,967.

My invention relates to display stands and particularly to devices for advertising display purposes.

An object of my invention is the production of a display stand having two or more display surfaces and which is made from a single sheet.

Another object of my invention is the production of an attractive stable display stand at a low cost.

A further object of the invention is the provision of a device which can almost instantly be made into an attractive display stand and as quickly knocked down into flat form.

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 the 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.

Fig. 2 is a perspective view of the display stand when set up.

Fig. 3 is a vertical sectional view of the display stand, the plane of section being indicated by the line 3—3 of Fig. 1.

Fig. 4 is a view of a modified form of locking means which may be employed to hold the bellows folds in position.

Fig. 5 is a plan view of the flat piece comprising a modified form of 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 to be displayed.

Fig. 6 is a perspective view of the modified form of my display stand in folded position.

Fig. 7 is a vertical sectional view of the display stand, the plane of section being indicated by the line 7—7 of Figure 5.

In terms of broad inclusion my invention comprises a single sheet of material, such as paper-board, provided with a plurality of transverse and longitudinal creases to facilitate folding. The sheet is also provided with slits which sever parts of the outline of a design displayed, so as to enhance the naturalness of the appearance of the subject matter of the design by bringing the elements thereof in a perspective relationship approximating their natural grouping. Other slits are provided to form wings, and tongues which may be interlocked to hold the sheet in folded form and provide supports for it. When the sheet is folded, a display stand is provided which presents a substantially horizontal picture plane and one or more upwardly extending picture planes.

In detail my invention comprises a generally rectangular sheet of fibrous material, preferably paperboard, with alined longitudinal creases 2 and 3 extending inwardly from opposite sides to the slit 4 which forms a portion of the outline of the design displayed. When folded along these creases two picture planes 5 and 6 substantially perpendicular to each other are formed, that is, a forwardly extending plane 5 and an upwardly extending plane 6, the latter being of such configuration along its upper edge 6^a as to emphasize or enhance the value of the display. For example, the plane 6 may be of such configuration, and display such a design as to simulate a bill board advertisement of canned milk, or even simulate a large can of the milk; and the plane 5 may display the life-like outline of a contented cow thoughtfully posing in the foreground in that deep green grass from which contented cows make rich milk. Extending over the picture planes 5 and 6 advertising or other matter is displayed, and the portions actually covered by such matter are preferably partially severed from the sheet by slits, the portions lying within the slits being uncreased.

The upwardly extending picture plane 6 is provided on opposite sides with wings 7 and 8 secured thereto along the creases 9 and 11, these creases being preferably perpendicular to the alined creases 2 and 3. The upper portions 12 and 13 of the wings are partially severed from the portions 7 and 8 by the slits 71—72 respectively, and are secured thereto along the creases 21 and 22 respectively. The upper portions 12 and

13 are separated from the panel 6 by the slits 16—17 respectively. The function of the wings is to provide supports for the display stand, and to form such support, the wings are bent backwardly until the portions 7 and 8 lie in planes preferably perpendicular to the upwardly extending plane 6. The portions 12 and 13 are then pressed downwardly behind the plane 6 folding on the creases 21 and 22, and mutually interlocked to hold the wings in position by means of the notches 23 and 24 formed in their adjacent edges. In this manner a stable easel support for the display planes is provided which will not readily loosen or collapse.

The forwardly extending picture plane is provided with a crease 37, alined creases 31 and 32, and alined creases 33, 34 and 36, all extending between the slits 38 and 39 and parallel to the alined creases 2 and 3. Slits 41 and 42 extend inwardly to the slits 38 and 39 respectively from opposite sides of the sheet and are in alinement with the alined creases 31 and 32, so that on each side a tab 43 is formed in the edge of which a short slit 44 forms a tongue 46, which is provided with a notch 47. The slits 41 and 42 also form with the slits 14 and 15 the tongues 48.

To complete the formation of my display stand the forwardly extending picture plane is folded, the portion 73, lying adjacent the alined creases 2—3, remaining flat while the portions lying immediately on each side of the alined creases 33, 34 and 36 being folded upwardly, and the tabs 43 are passed under the tongues 48, so that these tongues engage the slits 44 at each end of portion 73. The small notches 47 engage the adjacent edges of the plane 6 to prevent the tabs becoming disengaged. A bellows fold is thus provided which presents an additional upwardly extending picture plane 49 in front of and preferably parallel to the plane 6. The unfolded partially severed portions 51 of the plane, lying adjacent the alined creases 33, 34 and 36, then appear as extensions of the plane 49.

While I have shown only two substantially parallel upwardly extending picture planes it is to be understood that additional picture planes may be provided by the provision of other bellows folds.

In Figure 4 I have shown a form of fastening means which may be used in place of the means shown in Figure 1 for holding the bellows folds in position. In this structure the tab 61 is provided with a short slit 62 which forms a tongue 63. A tongue 64 is provided in the same manner as the tongue 48 of Figure 1. When the display device is folded, the tab 61 is passed under the tongue 64, so that it locks in the slit 62 behind the tongue 63. This provides simpler means for holding the bellows fold in position, but does not offer the security provided by the preferred form.

In Figures 5, 6 and 7 I have shown a modified form of my invention in which a forwardly extending plane 66 and one upwardly extending plane 67 are used. The construction of the easel support is the same as that described in connection with the preferred form, in fact the entire construction shown is substantially the same as that of the preferred form before the forwardly extending plane of the preferred form is folded. When this form of device is used it may be desirable to set an actual specimen of the subject matter displayed in close proximity to the picture planes. For this purpose I have provided the recesses 68 and 69 in which the object may be seated.

In Figure 6 I have indicated in dotted lines an article seated within the recesses of the set up stand. It will of course be understood that a recess may be placed within the picture plane instead of adjacent its outline. Objects placed within the recesses then appear as part of the display and serve to immobilize the stand. In this modified form, the configuration of both the upwardly and forwardly extending planes may be largely determined by the character of the design displayed. For instance the configuration of the forwardly extending plane may be the outline of a puddle of liquid flowing from an overturned container as shown in the figure.

In the claims I shall use the term "picture plane" to define the surfaces on which the designs are illustrated in perspective, but it is to be understood that I do not use the term "plane" in its strict geometrical sense, since it is obvious that such perspective surfaces may be proper geometric planes, or by intention or accident may be curved so that while they are no longer true planes they nevertheless comply with the spirit and object of my invention.

I claim:

1. A display stand comprising a single sheet folded to form a vertical and a horizontal plane, figures cut in said sheet and arranged so as to be supported solely by said horizontal plane, a bellows fold formed in said horizontal plane and interposed between said figures and said vertical plane so as to permit said figures to be adjusted relative to said vertical plane, and designs on said vertical plane and said bellows fold co-acting with said figures in forming an unitary display.

2. A display stand comprising a single sheet provided with a longitudinal crease to facilitate folding of the sheet to provide substantially vertical and horizontal picture planes, that portion of the sheet comprising the vertical picture plane being provided with supporting means, designs on said

vertical plane, figures cut from said sheet and arranged on said horizontal plane so as to coact with said designs to form a unitary display stand, and a bellows fold formed solely on said horizontal plane so as to permit the figures to be adjusted relative to the vertical plane of the sheet.

3. A display stand comprising a single sheet provided with a longitudinal crease to facilitate folding of the sheet to provide substantially vertical and horizontal picture planes, that portion of the sheet comprising the vertical picture plane being provided with supporting means, and that portion of the sheet comprising the horizontal picture plane being provided with creases parallel to said longitudinal crease to permit a bellows folding of said horizontal picture plane, said horizontal picture plane having on opposite sides interlocking tongues for holding said bellows folded section in folded position.

4. A display stand comprising a single sheet having a longitudinal crease to facilitate folding of the sheet to provide substantially vertical and horizontal picture planes, that portion of the sheet comprising the vertical plane being provided with supporting means, and that portion of the sheet comprising the horizontal plane being provided with creases parallel to said longitudinal crease to permit a bellows folding of said horizontal plane, said horizontal plane having on opposite sides interlocking tongues for holding said bellows-folded section in folded position, one of the sides of the bellows folds being extended upwardly in an uncreased portion partially severed from the sheet and forming a second substantially vertical picture plane, the upper edge of which is formed partly by one of said parallel creases and partly by said partially severed uncreased portion.

5. A display stand comprising a single sheet folded to form a vertical and a horizontal plane, designs on said vertical plane, a bellows fold formed solely in said horizontal plane, and figures cut from said sheet and arranged on said bellows fold so as to permit said figures to be adjusted relative to said vertical plane, said figures co-acting with said designs in forming an unitary display.

6. A display stand comprising a single sheet folded to form a vertical and a horizontal plane, designs on said vertical plane, a bellows fold formed in said horizontal plane, figures cut from said sheet and arranged on said bellows fold so as to co-act with said designs in forming an unitary display, and interlocking tabs on said horizontal plane for maintaining the bellows fold, folded.

7. A display stand comprising a single sheet folded to form a vertical and a horizontal plane, designs on said vertical plane, a figure cut from said sheet and supported on said horizontal plane, and a bellows fold formed solely in said horizontal plane and interposed between said figure and said vertical plane so as to permit said figure to be adjusted relative to said vertical plane.

In testimony whereof, I have hereunto set my hand.

REGINALD B. MELLER.