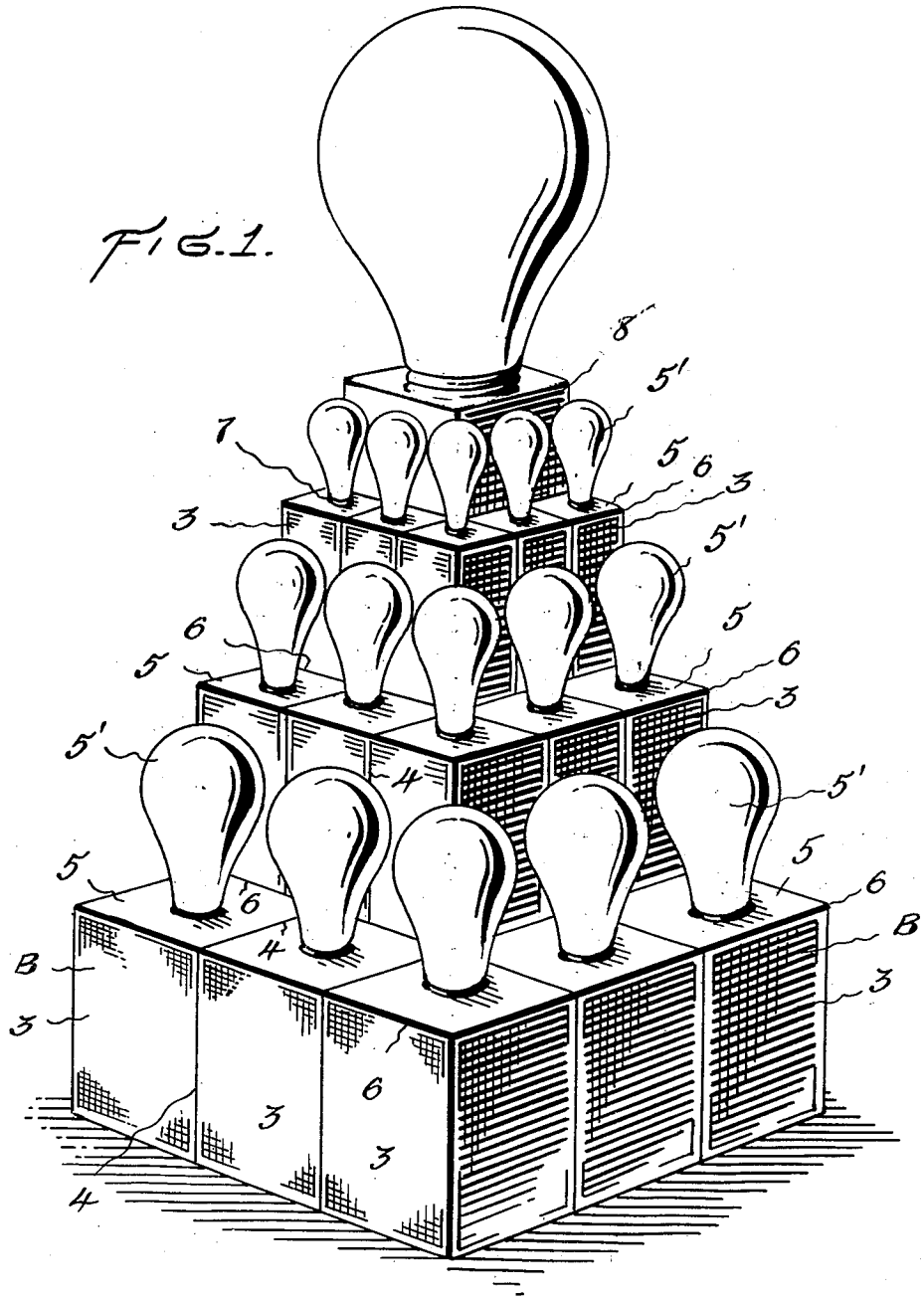
Dec. 29, 1931. M. M. EINSON 1,838,138

DISPLAY OR ADVERTISING DEVICE

Filed May 17, 1930 4 Sheets-Sheet 1

FIG. 1.



Inventor
Morris M. Einson,
By his Attorney
Arnold J. Tannenbaum

Dec. 29, 1931. M. M. EINSON 1,838,138

DISPLAY OR ADVERTISING DEVICE

Filed May 17, 1930 4 Sheets-Sheet 2

FIG. 5.

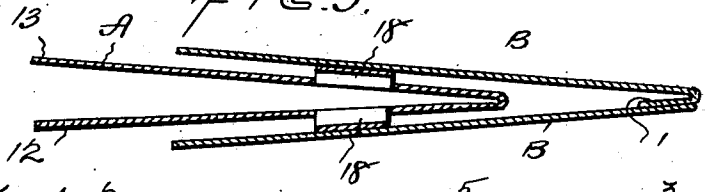


FIG. 2.

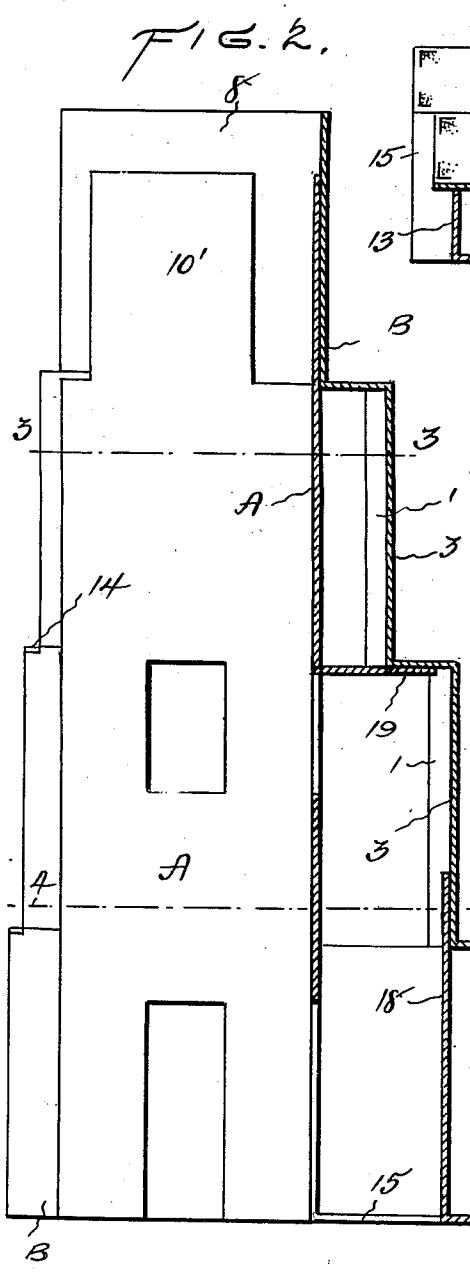


FIG. 3.

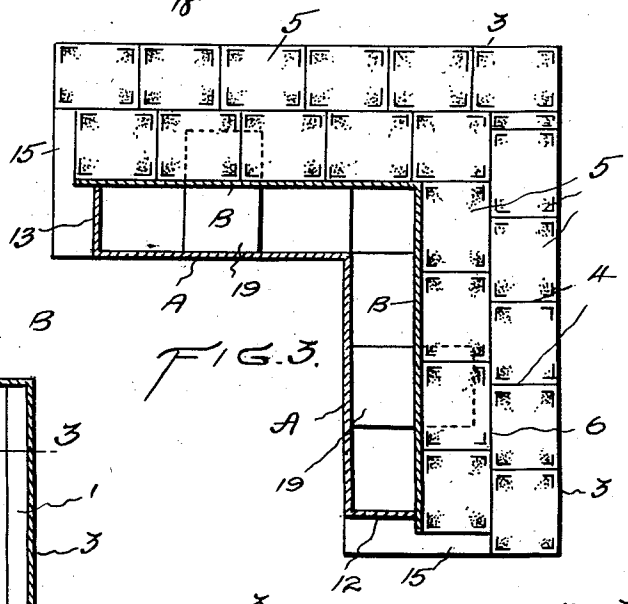
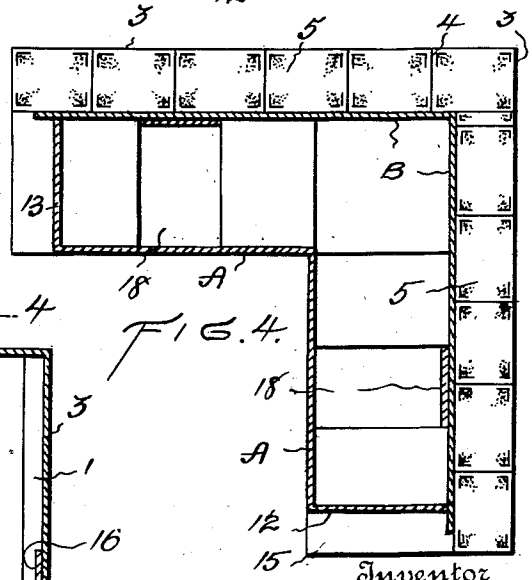


FIG. 4.



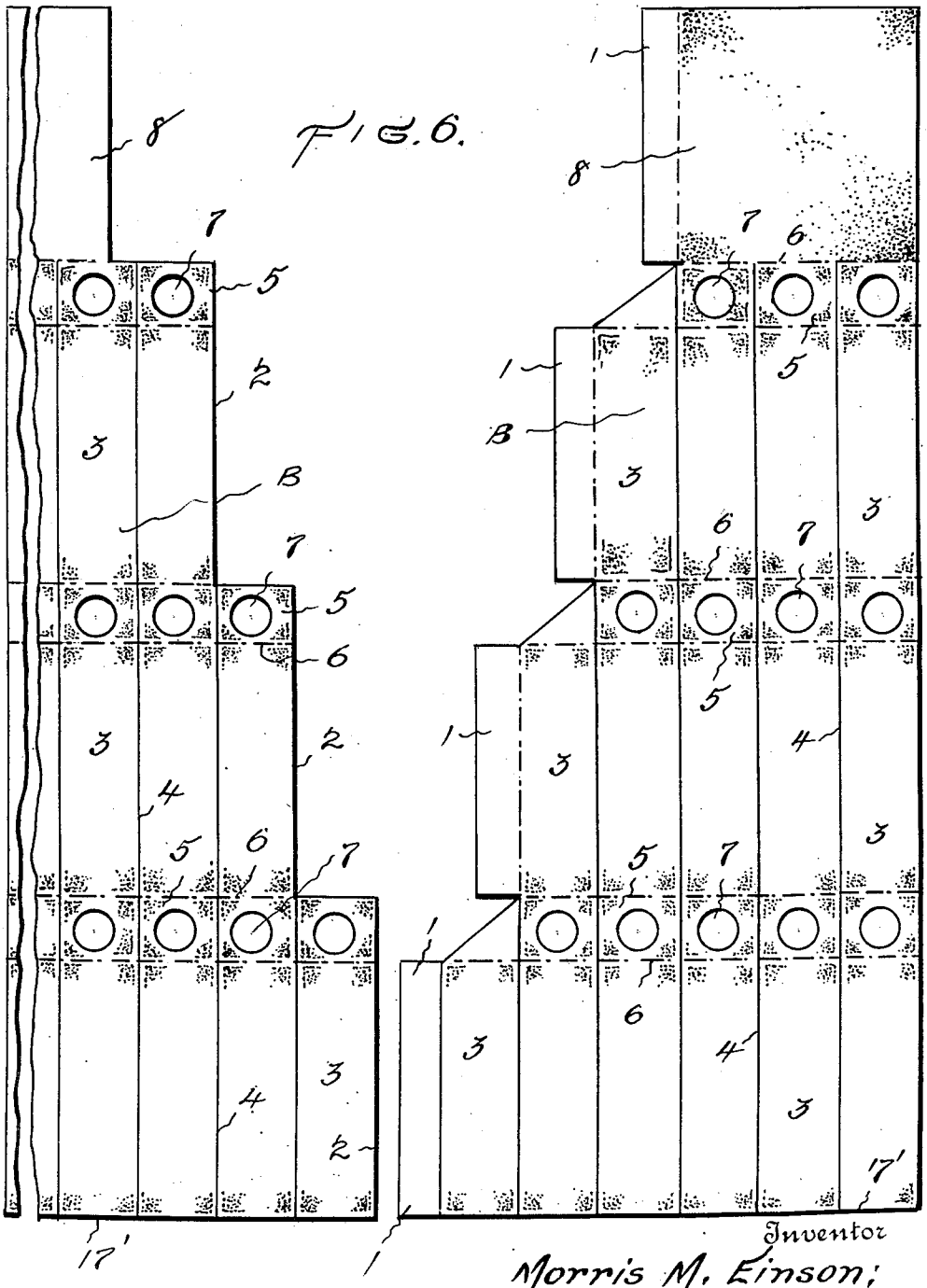
Inventor
Morris M. Einson,
By his Attorney
Ward & Tanner.

Dec. 29, 1931. M. M. EINSON 1,838,138

DISPLAY OR ADVERTISING DEVICE

Filed May 17, 1930 4 Sheets-Sheet 3

FIG. 6.



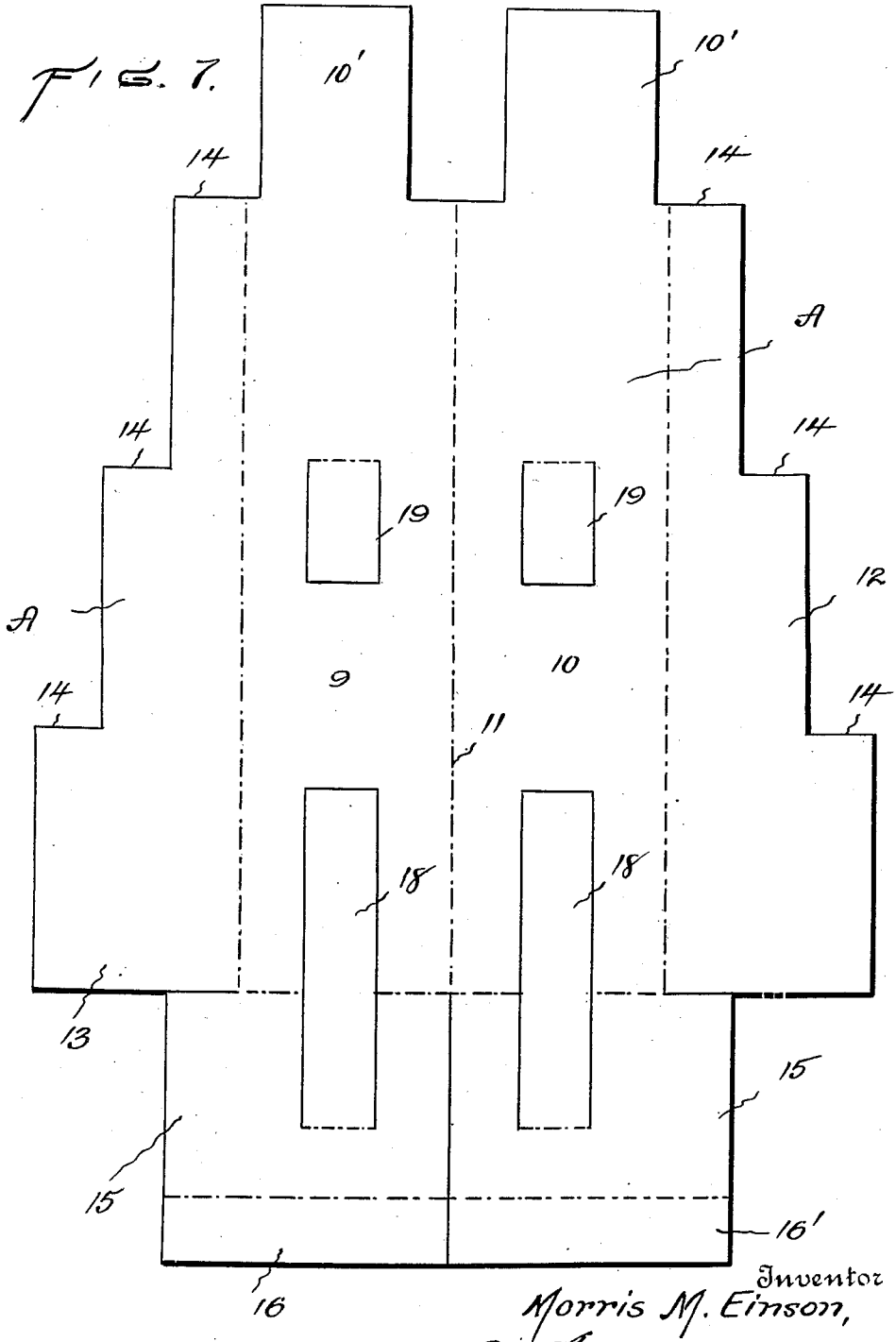
Inventor
Morris M. Einson;
By his Attorney
Arnold J. Tanner.

Dec. 29, 1931. M. M. EINSON 1,838,138

DISPLAY OR ADVERTISING DEVICE

Filed May 17, 1930 4 Sheets-Sheet 4

FIG. 7.



Inventor
Morris M. Einson,
By his Attorney
Arnold J. Tanner.

Patented Dec. 29, 1931 1,838,138

UNITED STATES PATENT OFFICE

MORRIS M. EINSON, OF YONKERS, NEW YORK, ASSIGNOR TO EINSON-FREEMAN CO., INC., OF LONG ISLAND CITY, NEW YORK, A CORPORATION OF NEW YORK

DISPLAY OR ADVERTISING DEVICE

Application filed May 17, 1930. Serial No. 453,250.

The present invention has relation to display or advertising devices and amongst others, the main object of the invention is to produce a simple collapsible device or structure which may be readily set up in its operative position by an inexperienced person. A further object is to simplify the construction for the purpose of gaining economy in the manufacture thereof and at the same time consistently design the device so that the maximum of rigidity may be obtained with comparatively light weight material, such as paper board which is usually employed. A still further object of the invention is to provide such a rigid and firm construction that when set up for display, the device will provide a firm support for samples of merchandise which are being advertised.

In carrying out the invention, the improved device complete is composed of a number of blanks which are so constructed and arranged and united together that in the collapsed position the said blanks fold together so that the device may be shipped or stored in a completely flat condition. The surfaces of the blanks which are displayed in the set up position of the device are suitably printed so as to represent cartons or containers for merchandise and when set up, the device will represent a stack of such cartons or containers piled in rows, one on top of the other so as to produce a pyramidal form, for example. The shape or form or arrangement of this stack may be modified by designing the blanks in such a way as to produce the desired effect.

The preferred form of this display device is triangular in cross section or to otherwise described the same, it is in the form of a pyramid which is diagonally cut in two vertically through opposite corners so as to produce a substantially V-shaped structure in cross section. Furthermore, the representation of rows of cartons are presented as being arranged in steps wherein the risers show the front faces of the cartons or containers and the treads of the steps represent the tops of the cartons and provide ledges to support the merchandise which is to be displayed in conjunction with the cartons.

Several embodiments of the invention will be hereinafter described with reference to the accompanying drawings wherein:—

Figure 1 is a perspective view showing one application of the invention;

Figure 2 is a vertical section of the improved device in its set up condition;

Figure 3 is a transverse section taken on line 3—3 of Figure 2 showing the improved device in its open position;

Figure 4 is a transverse section taken on line 4—4 of Figure 2;

Figure 5 is a transverse section showing the improved device in its folded or collapsed position;

Figure 6 illustrates the blanks which form the front or display surface of the improved device; and

Figure 7 illustrates the blank forming the back of support for the improved device.

Referring first to Figures 6 and 7 of the drawings, the blank A shown in Figure 7 forms the backing sheet of the improved device and the blanks B, shown in Figure 6 when united together, form the display front of the improved device. The latter blanks B are substantially alike only the blanks are right and left so that they will match to form a triangle when opened and to come together when collapsed. The means for uniting these blanks together are glue laps or strips 1 of one blank which are secured to the back of the edges 2 of the other blank. Both blanks are suitably printed as shown by the shaded matter on sections 3 and lines 4 to get the effect of a number of cartons or containers placed together and these printed sections 3 represent the risers of the stepped pyramid. The treads are formed by the sections 5 which fold on lines 6 in such a way as to get the stepped effect. These treads are also printed so as to represent the exposed top end of the cartons or containers. These sections 5 may be provided with holes 7 to receive and support article 5′ in any desired way to get a desired effect, for example one in which the article has the appearance of protruding from its individual packing carton.

The blanks B may be divided into as many

sections as required to get whatever effect is desired and the section 8 at the top may be utilized as a display card standing above the representation of the cartons or if desired, the top section 8 may be utilized for other purposes, for example to form a receptacle to hold an added card or representation of a piece of mechandise or the actual merchandise itself.

In Figure 7 another blank A is shown and this blank is employed as a backing sheet or support for the display sheet B. The blank A is divided into two sections, 9 and 10, which fold on the central score line 11 so that the sections may be folded to form a triangle inside and parallel with the outer triangle formed by the display sheets. The sections 9—10 have extended laterally therefrom sections 12—13 which are stepped at 14 so as to conform with the stepped folded portions of the display sheets. Bottom sections 15 are provided and are connected to the sections 9—10 so as to fold at right angles thereto. At the upper end of sections 9—10 rigid extensions 10′ are provided which, in the set up position of the device, will support the added display or upper receptacle-forming member or part of the sheets B.

In the construction of the improved device the blanks B are united together as previously explained and the sheet A is then secured to the blanks B by means of the strips or laps 16—16′ being secured respectively to the inside bottom edges 17—17′ also by adhesively securing said extensions 10′ to the sheet A. Connecting strips or braces 18—19 are cut out of the sheet A and these strips or connectors 18—19 are arranged to unfold and fold with the sheets when the latter are brought into their open and closed or collapsed position. The free ends of the connectors 18—19 are glued respectively to the lower and intermediate sections 5 of the blank A in such a way that upon opening of the device the sections 5 are brought into the stepped position. When the device has been partly opened as just described, the stepped sections 12 are folded inwardly so as to fit in and close the open sides between the sheets A and B. These sections 12—13 form the key or means whereby the structure is rigidly held in its set up or operative position. In this set up position, the folded sections 15 and the extended ends and apex of the folded triangle forms a wide supporting base for the device.

It will be noted that one sheet B has stepped corners 5′ and that the corners of sections 5 of the other blank B, preferably carrying the glue laps 1, are cut away and this arrangement is provided to facilitate assembling and to permit the said stepped corners 5′ of one sheet B to overlap the other sheet and thereby produce a more perfect representation of a top of a carton for those at the ends of the row.

In a more simple form of the improved device where less rigidity is required, the backing sheet is eliminated and the front or display sheets alone are employed. In this case corners 5′ are inserted in the slots 5″ provided in the section 5 of the other sheet B. This engagement will serve to retain the sheet B in the set up or display position.

It will be understood that anyone skilled in the designing of display devices of the kind hereinbefore described may utilize the principles and means hereinbefore described in a way to produce designs to meet different requirements and it is intended that any modifications, either in the application of the invention or in the construction thereof coming fairly within the terms of the appending claims, shall be covered thereby.

I claim:

1. A display structure of the class described comprising a body composed of front and backing sheets arranged to fold together into a collapsed position and in the operative or set up position, said front sheet forming continuous stepped display surfaces, said backing sheet forming a support for said front or display sheets, means for retaining said structure in its set up position and said latter means comprising folded-in flaps extending from the sides of said backing sheet and engaged at the back of said display sheets.

2. A display structure of the class described comprising a body composed of front and backing sheets arranged to fold together into a collapsed position and in the operative or set up position, said front sheet providing display surfaces, said backing sheet forming a support for said front sheets, means comprising tuck-in flaps connected to each side of said backing sheet for retaining said structure in its set up position and said display sheets being creased transversely and arranged to fold to represent continuous steps.

3. A display structure of the class described comprising a body composed of front and backing sheets arranged to fold together into a collapsed position and in the operative or set up position said front sheet providing display surfaces, said backing sheet closing the back of the structure and forming a support therefor, means comprising tuck-in flaps extending from said backing sheets for retaining said structure in its set up position and closing the sides thereof and said display sheets being creased, folded and arranged to represent a stack of cartons in a stepped pyramidal form.

4. A display structure of the class described composed of a pair of front or display sheets united together at spaced intervals so as to fold together into an angular shape, a backing sheet or support united to

said display sheets and arranged to fold therewith and said backing sheet having lateral extensions connected thereto providing means for retaining said structure in its set up or operative position.

5. A display structure of the class described composed of a pair of front or display sheets united so as to fold together, a backing sheet or support united to said display sheets folding therewith, said display sheets having lateral extensions connected thereto providing means for retaining said structure in its set up or operative position and said display or front sheets folding transversely to represent cartons arranged in steps or tiers.

6. A display structure of the class described presenting a front of a pyramidal shape having continuous risers and treads, said structure comprising a body composed of front and backing sheets arranged to fold together into the collapsed position, said structure in its open or set up position being triangular or substantially V-shaped in cross section, said backing sheet being united to said front sheets and arranged to fold to conform with the folded V-shape in which said display sheets are folded when set up and said backing sheet forming closure means and a supporting base for said structure.

7. A display structure of the class described presenting a front of a pyramidal shape when in its open or set up position, said structure comprising a body composed of front and backing sheets arranged to fold together into a collapsed position, said structure in its open or set up position being triangular or substantially V-shaped in cross section, said backing sheet being united to said front sheets and arranged to fold to conform with the folded V-shape into which said display sheets are folded when set up, said backing sheet forming a supporting base for said structure, said front or display sheets and backing sheet united thereto forming a structure with open sides and said backing sheet having extensions which close said open sides and provide means for retaining the structure in the set up position.

8. A display structure of the class described presenting a front of a pyramidal shape having continuous risers and treads, said structure comprising a body composed of front and backing sheets arranged to fold together into a collapsed position, said structure in its open or set up position being triangular or substantially V-shaped in cross section, said backing sheet being united to said front sheets by connecting strips integral with said backing sheet, said backing sheet having a folding bottom portion forming a supporting base for said structure, said front sheets being foldable transversely to provide steps or ledges in the set up position of the structure and said backing sheet having folding side flaps having stepped edges fitting with the stepped folded front sheets at the sides providing means for retaining the structure in the set up position.

9. A display device of the class described comprising front or display sheets united together and arranged to open to form a pyramid of a substantially V-shape in cross section when in the set up or operative position, said sheets folding together in the closed position, said sheets being scored and folded transversely to provide a plurality of sections which are stepped relatively to each other and means whereby said sheets are retained in the set up position.

10. A triangular pyramidal display structure composed of material in sheets united together and folding transversely to represent a stack of cartons or containers for merchandise arranged in continuous or unbroken steps or tiers.

Signed at Yonkers, county of West Chester, State of New York, this 14 day of May, 1930.

MORRIS M. EINSON.