A. DIETSCHE, JR.

DISPLAY DEVICE.

APPLICATION FILED MAR. 7, 1922.

1,432,056. Patented Oct. 17, 1922.

Fig. 1.

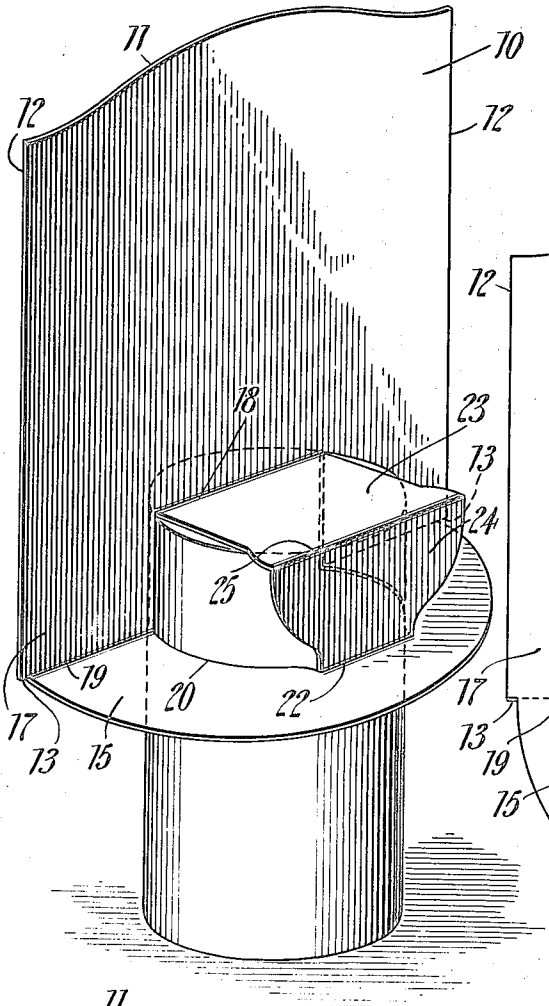
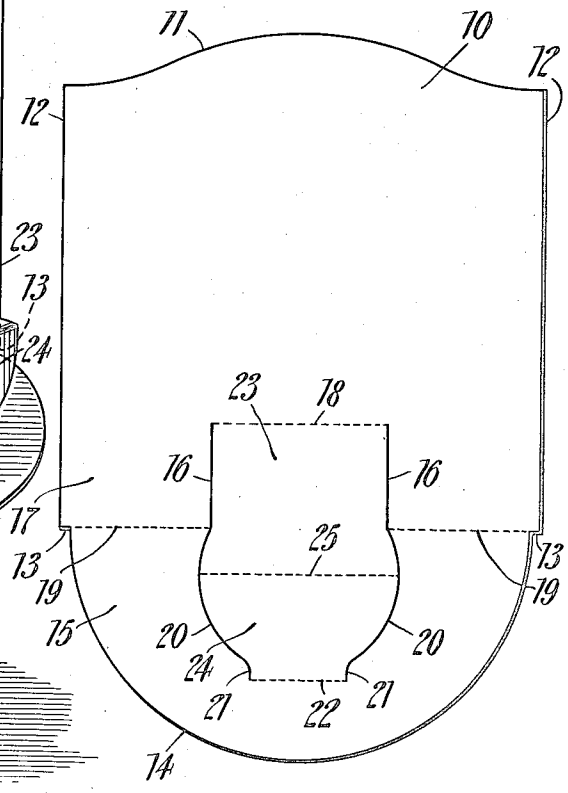


Fig. 2.



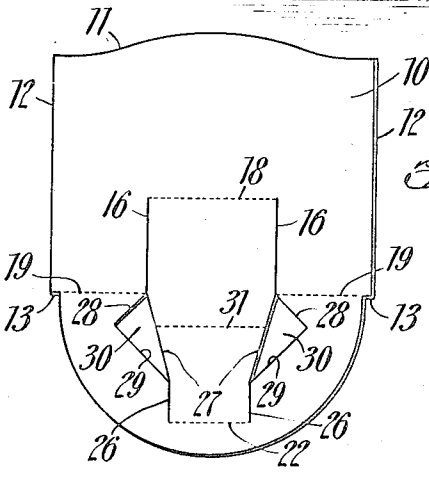


Fig. 3.

Inventor,
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UNITED STATES PATENT OFFICE.

ADOLPH DIETSCHE, JR., OF NEW YORK, N. Y., ASSIGNOR TO AMERICAN LITHOGRAPHIC COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY DEVICE.

Application filed March 7, 1922. Serial No. 541,853.

To all whom it may concern:

Be it known that I, ADOLPH DIETSCHE, Junior, a citizen of the United States, and a resident of New York, borough of Queens, in the county of Queens and State of New York, have invented certain new and useful Improvements in Display Devices, of which the following is a specification.

This invention relates to folding display devices of that class adapted for window or counter display as erected on containers, the blank portion of the device bearing illustrations or printed matter relating to the contents of the container.

One of the objects of the invention is to produce a display device of the character mentioned from a single blank of suitable sheet material, cut and shaped in conformity with the container in such manner as to be supported firmly thereby in an erect position.

Another object is to provide a display device in a form quickly and cheaply manufactured, from sheet material by common processes and which are capable of being tightly and compactly packed, when extended flat, for storage or shipment.

To these purposes the improvements comprise features described in their preferred embodiments and illustrated in the accompanying drawing, in which:—

Figure 1 is a perspective rear view showing an embodiment of my invention, as applied to a conventional type of cylindrical can.

Fig. 2 is a plan view of the blank prior to bending into the shape shown in Fig. 1.

Fig. 3 is a similar plan view showing an adaption of the blank for a square container.

Fig. 1 is to a scale about one-fourth larger than that of Fig. 2, and Fig. 3 is to a scale about two-thirds that of Fig. 2.

Any preferred sheet material may be used which is capable of being die-cut, sheared and bent along creased lines, and any fanciful profile may be given the blank.

As shown, upper portion 10, constituting the display panel, is bounded at its top by a curved symmetrical line, 11, joining straight parallel side lines 12 terminating at inreaching shoulders 13 connected by a single semi-circular line, 14, outlining base 15.

Extending upward into panel 10, from a plane in alinement with shoulders 13, are a pair of slits, 16, spaced apart a distance less than the major transverse dimension of the container with which the device is to be used, forming on each side one of equal leg elements 17.

At the upper ends of slits 16 is a transverse bending crease 18 extending therebetween, and from their lower ends bending lines 19 extend out to shoulders 13.

Joining the lower ends of slits 16 are curved slits 20 having a radius equal to that of the container, said slits extending down into base 15 and terminating in short parallel spaced apart slits 21, between and connecting the ends of which is a bending crease 22, said slits 20 giving a U shaped appearance to the base, and in conjunction with the slits 16 form a midmember having upper and lower portions 23 and 24, respectively.

Said portions have between them a transverse folding line, 25, spaced from articulating crease 22 a distance equal to the distance of articulating crease 18 from bending lines 19, all of which are parallel.

In erecting the device upon an upstanding container, as shown in Fig. 1, the elements of the midmember are bent outwardly to the rear along articulating line 18 and upwardly along articulating line 22, while the U shaped base also is bent outwardly along bending lines 19, approximately at right angles to panel 10.

Element 24 of the midmember is thus caused to assume a position in the rear of and parallel to said panel, bending on line 25, and the element 23 rests over the top of the container, entered and fitting between the curved edges 20.

The modification shown in Fig. 3 is composed of a blank the same in contour and having slits 16, together with crease and bending lines 18, 19 and 22.

Joining the line 22 are spaced apart vertical slits 26 connecting, by diagonal lines 27, the junction of slits 16 and lines 19, and also from these points are cuts 28 formed at angles of forty-five degrees from lines 19 and joined by other cuts 29 terminating at the points of intersection of lines 26 and 27, the triangular elements 30 being removed.

A bending crease 31 is formed transversely of the midmember, parallel with and the same distance from line 22 as is line 19

from line 18, the angles formed by cuts 28 and 29 forming partial boundaries of a square the size of the container the device will be used upon.

Obviously other shapes of containers can be fitted with display devices made on the same general lines, having cut-outs to suit and bent in conformity therewith.

I claim:

1. A folding display device of sheet material adapted and arranged for erection on an upstanding container or the like of cylindrical or other form, including in combination a display panel having opposite downwardly reaching legs, said legs being spaced apart a distance less than the major transverse dimension of the article on which said device is adapted for erection, a U shaped member articulated on a transverse line to the lower ends respectively of said legs, the inner edges of said U shaped member being in approximate conformity with outer portions of a transverse section of the supporting article, a midmember between said legs and within said U shaped member articulated at its upper edge to said display panel and at its lower edge to the lower inner midportion of said U shaped member, and folding line transverse said midmember, said folding line and the several lines of articulation being parallel.

2. A folding display device of sheet material adapted and arranged for erection on an upstanding container or the like of cylindrical or other form, all portions of the device being above the base of the supporting article, including in combination a display panel having opposite downwardly reaching legs, said legs being spaced apart a distance less than the major transverse dimension of the article on which said device is adapted for erection, a U shaped member articulated on a transverse line to the lower ends respectively of said legs, the inner edges of said U shaped member being in approximate conformity with outer portions of a transverse section of the supporting article, a midmember between said legs and within said U shaped member articulated at its upper edge to said display panel and at its lower edge to the lower inner midportion of said U shaped member, and a folding line transverse said midmember at a distance from the line of articulation of said midmember and display panel equal to the distance of the line of articulation of said legs and U member from the line of articulation of said midmember and U member, said several folding lines being parallel.

3. A folding display device of sheet material adapted and arranged for erection on an upstanding container or the like of cylindrical or other form, including in combination a display panel portion, two spaced apart upstanding slits therethrough, the upper portions of said slits being spaced apart a distance less than the major transverse dimension of the article on which the device is adapted for erection, the lower portions of said slits being in approximate conformity with outer portions of a transverse section of the supporting article, a transverse folding line across the foot of said panel portion approximately in line with the meeting points of the upper and lower portions of said slits respectively, and three transverse folding lines across that midportion of the device lying between said slits, in parallelism with the transverse folding line across the panel foot, the upper of said three folding lines connecting the upper ends of said slits, the middle folding line being spaced from said upper folding line a distance equal to the distance of the folding line at the foot of the panel portion from the bottom folding line of said midportion.

In witness whereof, I hereby affix my signature this 4th day of March, 1922.

ADOLPH DIETSCHE, JR.