Dec. 29, 1931. R. WOOD 1,839,006

ADVERTISING DISPLAY DEVICE

Filed Feb. 6, 1931 2 Sheets-Sheet 1

Fig. 1.

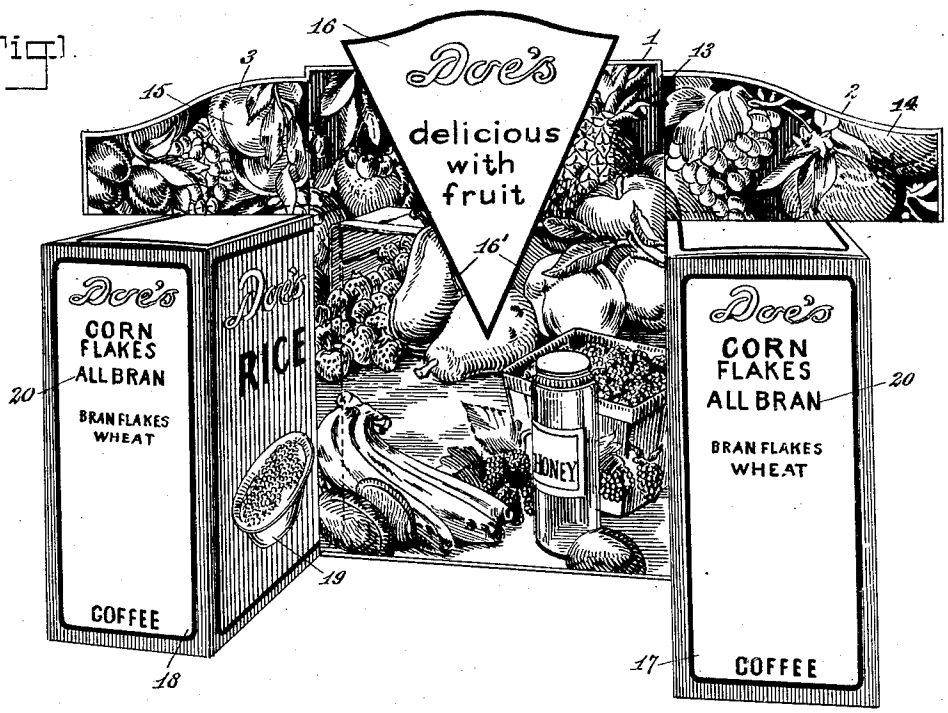


Fig. 2.

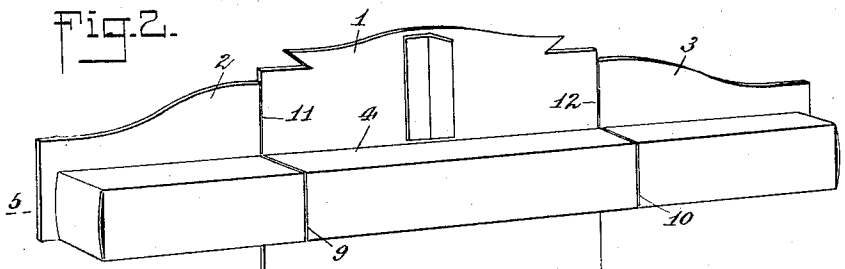


Fig. 3.

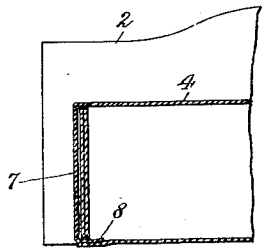
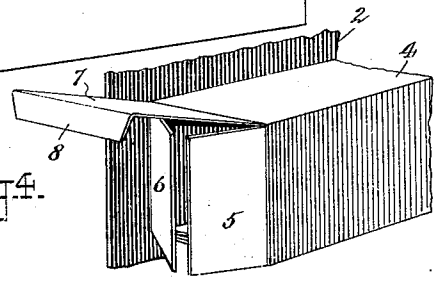


Fig. 4.



WITNESSES

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ADVERTISING DISPLAY DEVICE

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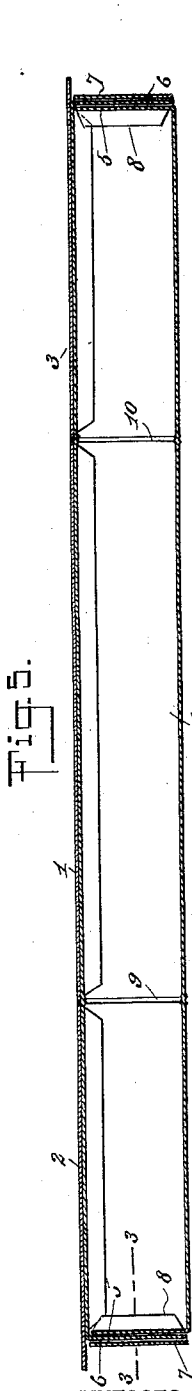


Fig. 5.

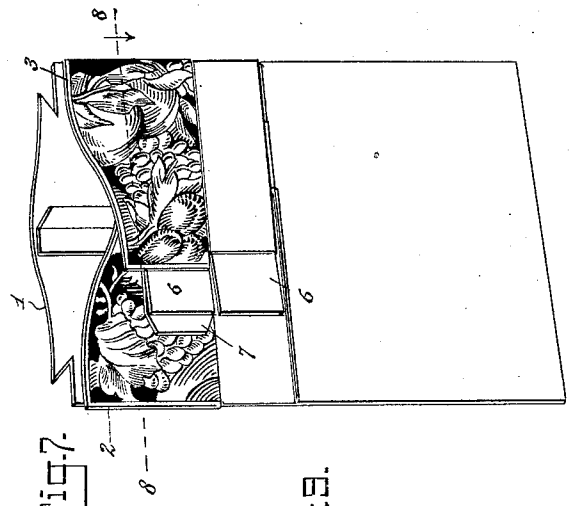


Fig. 7.

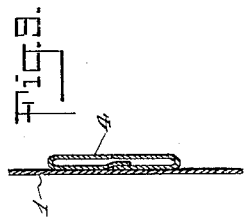


Fig. 9.

Fig. 6.

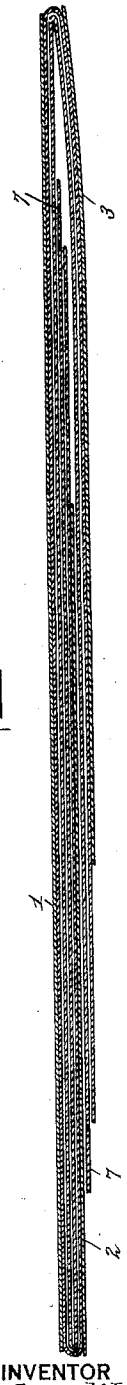


Fig. 8.

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UNITED STATES PATENT OFFICE

RUSLING WOOD, OF EAST ORANGE, NEW JERSEY, ASSIGNOR TO RUSLING WOOD INC., OF NEW YORK, N. Y., A CORPORATION OF NEW YORK

ADVERTISING DISPLAY DEVICE

Application filed February 6, 1931. Serial No. 514,037.

This invention relates to an advertising display device and has for an object to provide an improved construction wherein display boxes and display panels may cooperate mechanically to hold each other in proper place while on display.

Another object of the invention is to provide a display device wherein the display panels are collapsible, the structure being such that when in display position, a collapsible pasteboard or paper beam acts as a brace and support for the paper panels.

A further object, more specifically, is to provide a display device which includes a folding and collapsible bracing beam of paper or pasteboard permanently connected with a central panel and a plurality of end panels, the arrangement being such that the beam may be positioned to rest on boxes or other supports when in a distended position for displaying the panels.

In the accompanying drawings,—

Figure 1 is a perspective view of an advertising display device disclosing an embodiment of the invention.

Figure 2 is a rear perspective view of the panels and collapsible beam shown in Figure 1.

Figure 3 is an enlarged fragmentary sectional view through Figure 5 approximately on line 3—3.

Figure 4 is an enlarged fragmentary sectional view showing the same structure as illustrated in Figure 3 but with the parts disassembled.

Figure 5 is a sectional view through Figure 2 on line 5—5.

Figure 6 is a view similar to Figure 2 except that the beam has been shown as collapsed.

Figure 7 is a perspective view similar to Figure 6 but showing the end panels folded.

Figure 8 is an enlarged sectional view through Figure 7 on line 8—8.

Figure 9 is a fragmentary sectional view through Figure 6 on line 9—9.

Referring to the accompanying drawings by numeral, 1 indicates a large central panel, and 2 and 3 side panels formed separate from the central panel but connected thereto through the beam 4. Beam 4 is made from any desired paper or pasteboard and is formed collapsible and also foldable so that the parts may be folded to the position shown in Figure 7 when not in use. When it is desired to use the device, the panels 2 and 3 are swung from the position shown in Figure 7 to the position shown in Figure 6. The rectangular collapsible beam 4 or certain parts thereof are then moved to form a rectangular formation structure in cross section as shown in Figure 2. After this has been done, the side flaps 5 and 6 (Figure 4) are swung to a closed position as illustrated in Figure 3 and then the end flap 7 is swung downwardly and a flange 8 tucked in as shown in Figure 3. This is carried out at each end of the beam and acts as a brace for preventing collapsing of the beam.

It will be noted that the beam when collapsed is foldable along the respective lines 9 and 10. The beam normally supports the panels 2 and 3 but holds the same in a position juxtaposed in respect to the central panel 1. It is desirable to make these panels separate so that they may be swung over panel 1 as shown in Figure 7, without breaking along the respective lines 11 and 12. As they are made separate from the central panel 1 they may be readily swung over to lie substantially parallel to panel 1 as shown in Figures 7 and 8, though the thickness of the material of the beam 4 spaces them somewhat from panel 1. The panel 1 is provided with a picture 13 showing fruit of different kinds while the panels 2 and 3 show pictures 14 and 15 illustrating fruit of desired kinds, the same harmonizing more or less with picture 13.

A section 16 is provided bound by the lines 16′ and the upper edge of the panel, said section forming a substantially triangular shaped space or compartment for the reception of advertising matter tying up the pictures 13 to 15 with the contents of the packages 17 and 18. These packages act in a double capacity of containers which advertise certain goods and as supports for the beam 4. The packages 17 and 18 are preferably collapsible cartons but may be other desired

supports. As an advertising device, it is very important that the picture 19 and the various information 20 on the respective cartons 17 and 18 shall agree more or less with the goods pictured on the panels 2 and 3. For instance, a breakfast food is shown on the carton 18, the same being designed to be eaten with any of the fruit shown in the respective pictures. In use, whenever the cartons are collapsible, they may be assembled or set up and the panels and beam 4 set up as shown in Figure 2, and then the beam 4 placed on the rear part of the containers 17 and 18 whereupon an advertising group will be presented as shown in Figure 1. This may be placed in a window, a show case, or any desired place and may be quickly arranged in position and quickly removed if desired.

I claim:

1. An advertising display device including a folding display member and a tubular collapsible paper beam rectangular in cross-section connected with said member, said beam being creased transversely at a plurality of points for folding when collapsed, said creasing being positioned in line with the folding lines of the display member.

2. An advertising display device including a display board having a plurality of independent display panels, a collapsible paper beam secured to said panels on one of its faces, said beam being foldable at the juncture of said panels and collapsible to fit flatwise against certain of said panels so as to be folded with the panels when in one position and to stiffen and brace the panels when in a second position.

3. An advertising display device including display means and a collapsible substantially rectangular paper beam connected to the display means along one of its faces, said beam comprising sections forming front, rear and top and bottom faces and means presenting folding ends, said last mentioned means including a rectangular end member having a flange adapted to be fitted into the interior of the beam when the beam has been assembled whereby it will hold the beam in its rectagular formation.

4. An advertising display device including a plurality of containers having display matter thereon, a plurality of panels, means for pivotally connecting the end panels to the central panel, said means adapting the panels to swing in a horizontal plane when in use, means for supporting said panels on said containers, each of said panels, having pictures thereon displaying certain articles, said central panel having a compartment centrally and at the top for receiving information relative to the matter advertised.

5. An advertising display device including a central panel, an end panel hingedly connected to each side of said central panel, a plurality of cartons arranged adjacent said central panel, and a supporting beam connected along one surface to all of said panels, said beam extending along the lower edge of said end panels, said cartons being positioned to project beneath that portion of the beam extending along the lower edge of said end panels.

RUSLING WOOD.