March 1, 1938. G. C. KINDRED 2,109,777

DISPLAY DEVICE

Filed April 6, 1937 4 Sheets-Sheet 1

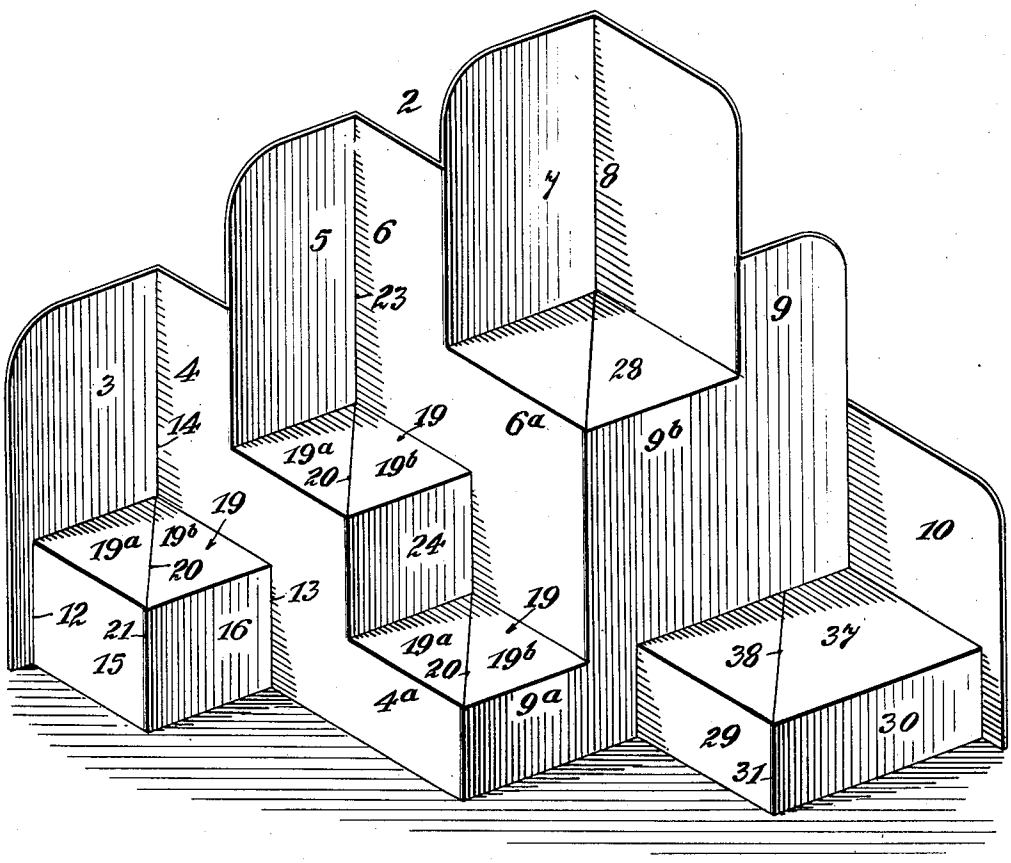


Fig. 1.

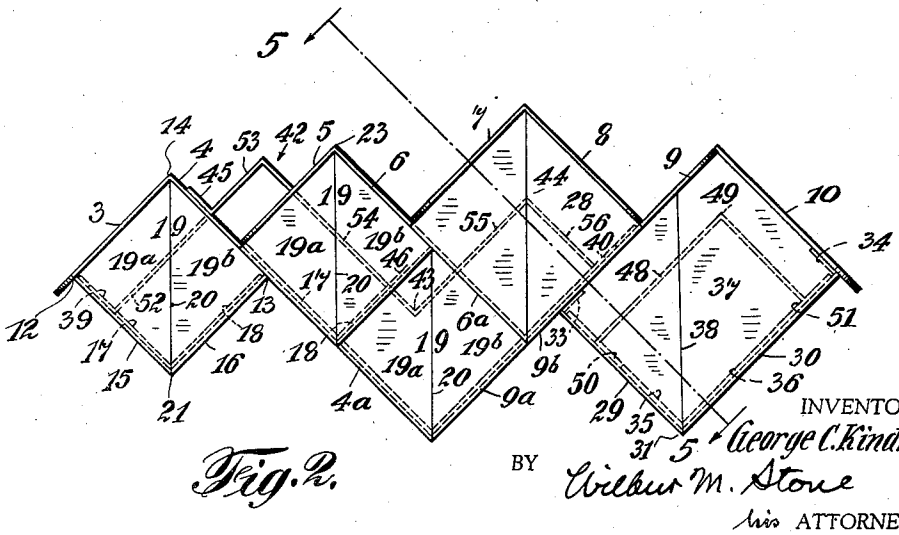


Fig. 2.

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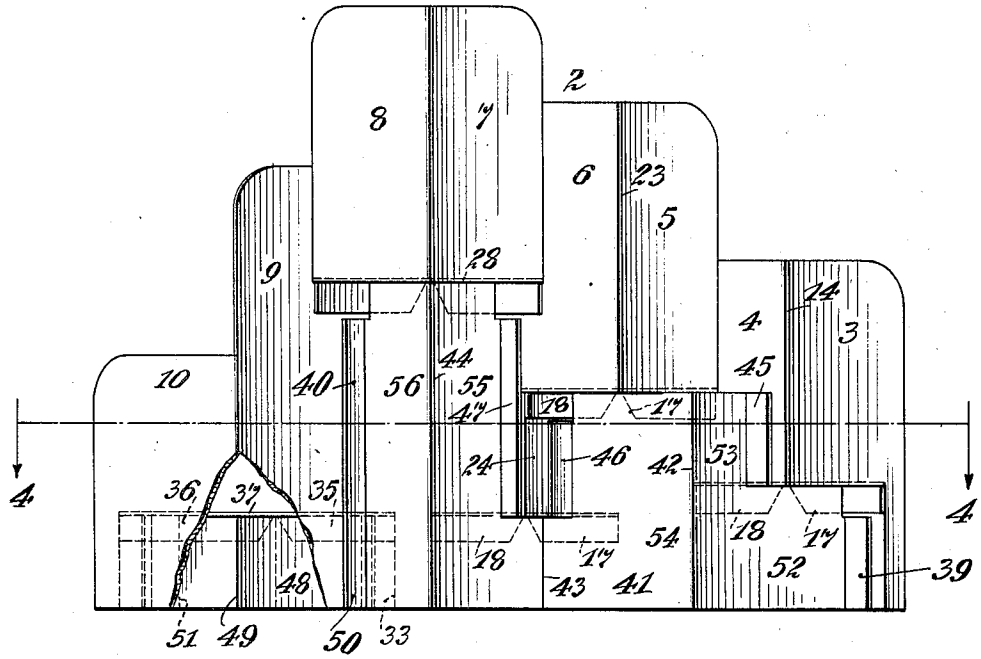


Fig. 3.

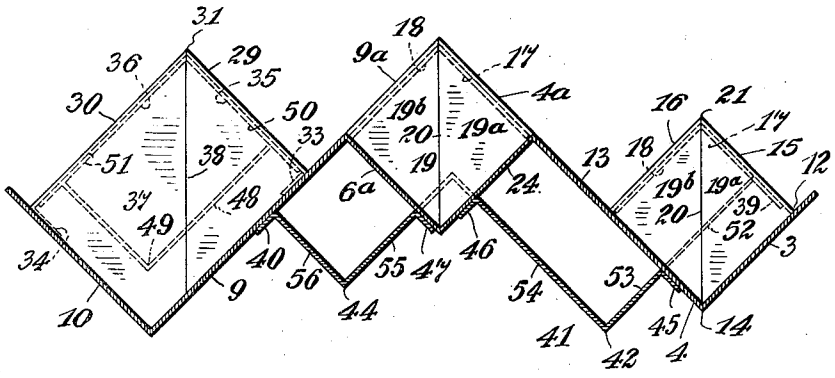


Fig. 4.

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DISPLAY DEVICE

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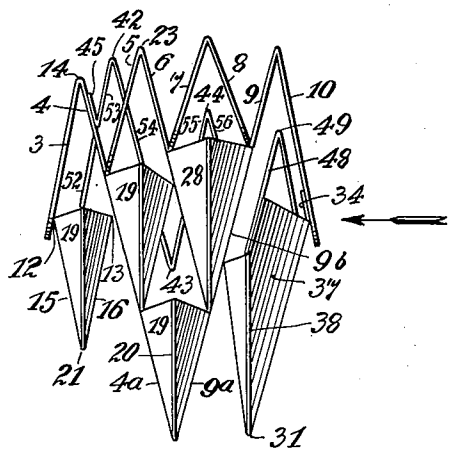


Fig. 6.

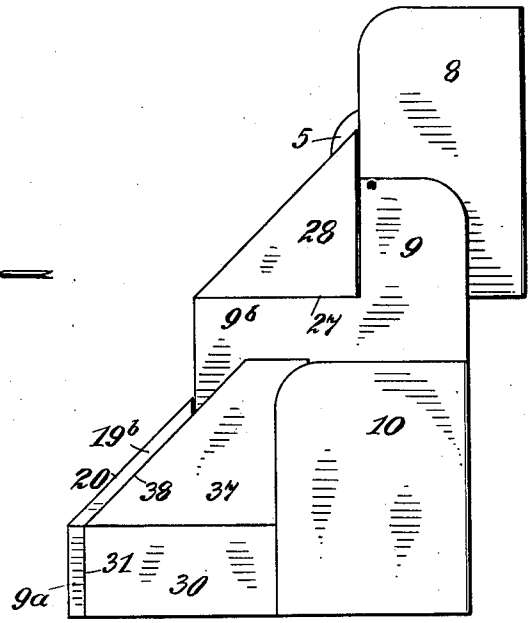


Fig. 8.

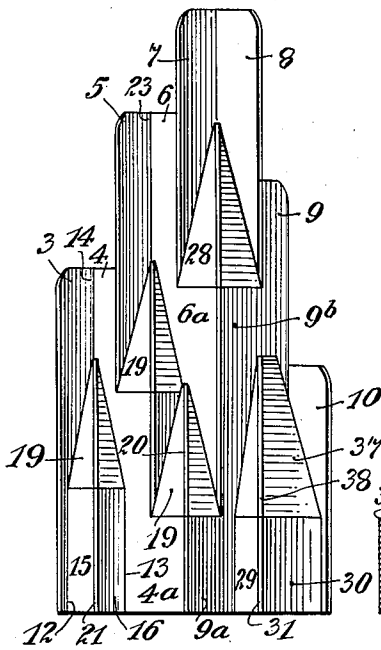


Fig. 7.

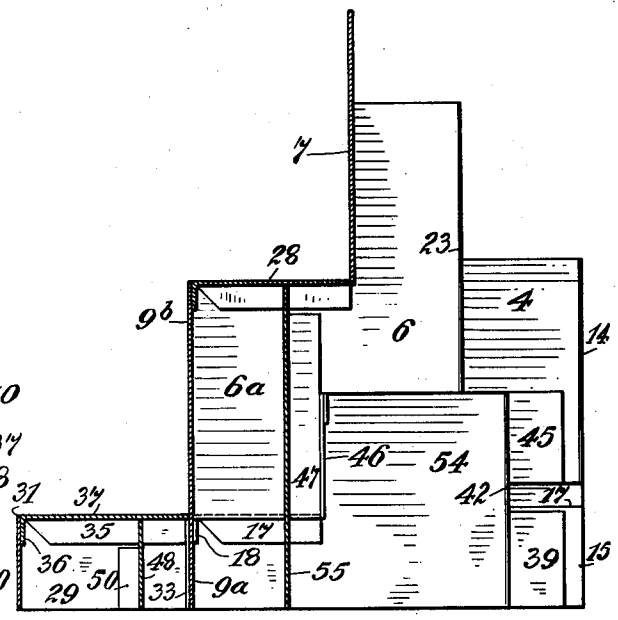


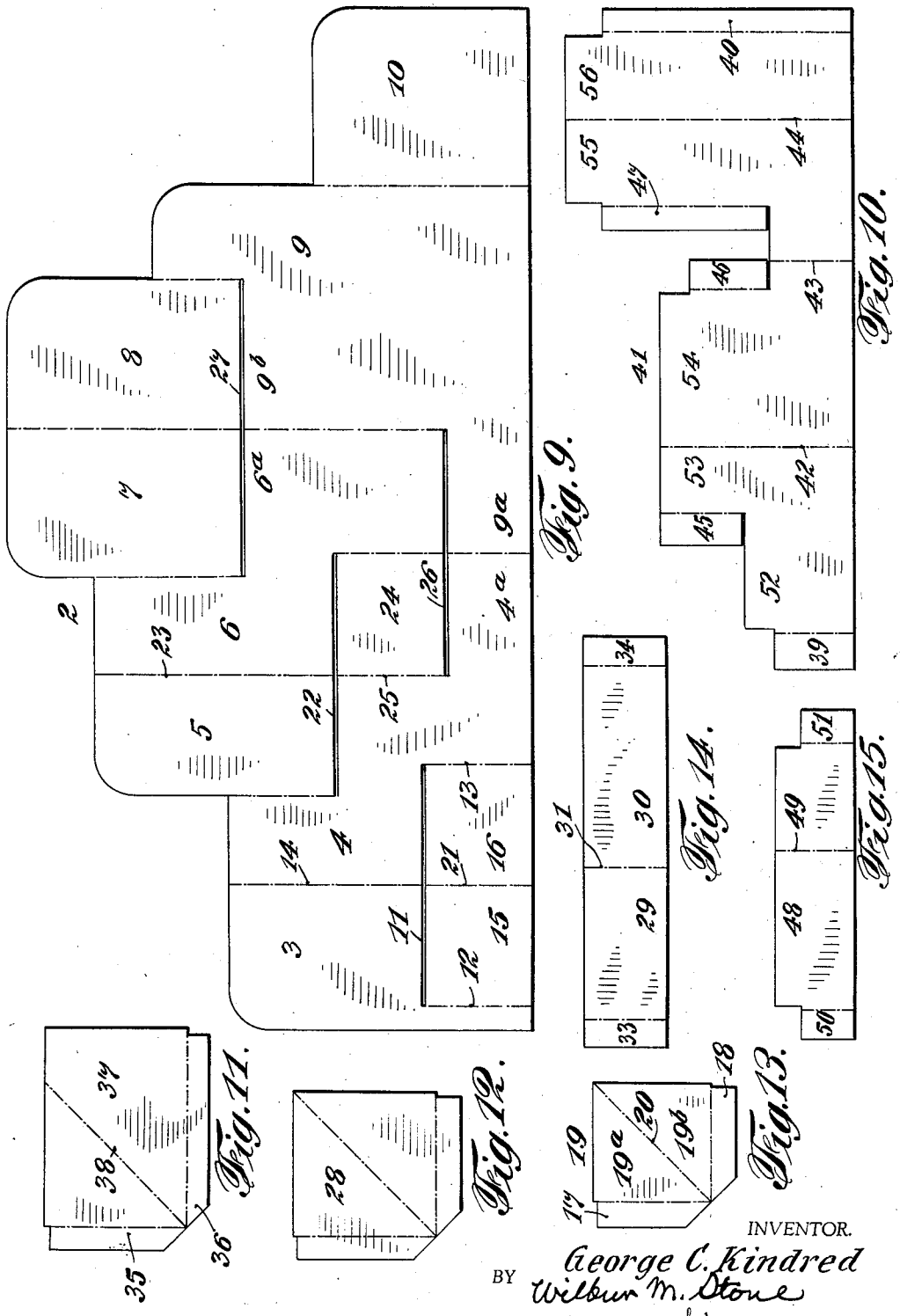
Fig. 5.

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DISPLAY DEVICE

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Patented Mar. 1, 1938

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UNITED STATES PATENT OFFICE

2,109,777

DISPLAY DEVICE

George C. Kindred, Scarsdale, N. Y.

Application April 6, 1937, Serial No. 135,211

5 Claims. (Cl. 211—135)

This invention relates to display devices and particularly to that class thereof which are adapted to provide support for a plurality of articles of merchandise in display position. To that end my improvements comprise features illustrated in their preferred embodiment in the drawings accompanying this specification, wherein:

Figure 1 is an upright perspective front view of my improved display device in distended position ready for the reception on its several shelves of articles of merchandise.

Fig. 2 is a top plan view of what is shown in Fig. 1.

Fig. 3 is a rear elevation of the distended device shown in Fig. 1.

Fig. 4 is a horizontal section on line 4—4 of Fig. 3 looking downward thereon.

Fig. 5 is a vertical section on line 5—5 of Fig. 2 looking in the direction of the arrows in Fig. 2.

Fig. 6 is a top plan view of what is shown in Fig. 1 with the device partially collapsed.

Fig. 7 is a front elevation of what is shown in Fig. 6.

Fig. 8 is an end elevation of the device folded flat for packing for shipment, looking in the direction of the arrow in Fig. 6.

Figs. 9 to 15 inclusive are extended plan views respectively, of the several elemental members which are assembled to form my improved display, and will be described in detail later herein.

The scale is the same in all the figures of the drawings and may be the actual size of the device, but usually the device is constructed much larger in size to support and display somewhat bulky merchandise. The upstanding panels are adapted for the reception of printed display matter directed to the merchandise shown.

In devices of the class herein shown it is essential that the display when in distended condition, must stand firmly on its base and that the several shelves for merchandise must be suitably supported; it is also essential that the device must be readily collapsible into compact form for shipment in relatively flat condition. In the present construction these features are so designed that a high degree of stability is attained, with a practically automatic collapsibility. Referring now more particularly to the drawings my improved device comprises a main wall 2 divided into a plurality of major panels 3 to 10 inclusive articulated together along their vertical edges in accordion-like formation, see Figs. 1 and 9.

Vertical folding line 14 between panels 3 and 4 has a horizontal cut 11 transversely thereof, terminating in opposite vertical scored folding lines 12, 13, whereby when major panels 3 and 4 are folded backwardly, Fig. 1, minor lower panels 15, 16, may be folded forwardly on score line 21. Along the upper edges of minor panels 15, 16 are articulated, by some convenient means as ears 17, 18 glued thereto, rectangular shelf 19, Fig. 13. This shelf is divided into two triangular parts 19a and 19b by diagonal score line 20, so that said shelf may fold upwardly along line 20 when the device is collapsed, Figs. 6, 7.

Major panels 5, 6 have cut 22 transversely thereof, whereby when said major panels 5, 6 fold backwardly along score line 23, the forwardly reaching portion of panel 4 and minor panel 24 will fold forwardly on score line 25. To the upper edge of that portion of panel 4 along cut 22 and to the upper edge of minor panel 24 are articulated the adjacent edges of a second shelf 19, of Fig. 13, foldable upwardly, when the device is collapsed. Below cut 22 is another similar horizontal cut 26 in major panels 4 and 9. This cut provides forwardly reaching portions 4a and 9a, to act as minor panels to support a third shelf 19, Fig. 13, articulated to the upper edges of said portions 4a, 9a, all as described in connection with the earlier shelves 19.

Major panels 7, 8 have transverse cut 27 across their lower edges, thereby providing forwardly reaching portions 6a, 9b of major panels 6 and 9, to support shelf 28 of Fig. 12 articulated to the upper edges of said portions 6a, 9b similar to those already described.

Minor panels 29, 30 are formed of a separate piece, articulated together along forwardly folding vertical score line 31 and are articulated to the lower portions of panels 9 and 10, by means of ears 33, 34 all respectively. The upper edges of said minor panels 29, 30 have articulated thereto by means at ears 35, 36, shelf 37 of Fig. 11. Said shelf has the usual diagonal folding score line 28.

For supporting the several shelves against collapsing downwardly when loaded with merchandise the following means are provided. At the back, Figs. 3 and 4, extending from panel 3 and articulated thereto by ear 39, to panel 9 and articulated thereto by ear 40 is rear wall 41. Said rear wall has a plurality of vertically scored folding lines as 42, 43, 44, thereby providing a plurality of upstanding rear wall panels 52, 53, 54, 55, 56 for supporting the several shelves 19, 19, 19 and 28 respectively. Said rear wall 41 is also articulated by ear 45 to panel 4, by ear 46 to panel 24, and ear 47 to panel 6.

For supporting shelf **37** strip **48** Fig. 15, articulated along vertical line **49** is hinged to panels **29, 30** by ears **50, 51**, respectively.

In collapsing the device for packing, the several shelves fold upwardly along their several diagonal score lines and the main wall folds on its several vertical articulations while the rear wall folds similarly and strip **48** folds along its score line **49**.

I claim:

1. A foldable display device including in combination a plurality of major panels articulated along their vertical edges respectively, said panels being foldable in accordion-like formation, a plurality of pairs of forwardly disposed minor panels, the upper edges of which are cut free from said major panels and articulated thereto at their outer vertical edges respectively, each pair of said minor panels being articulated together at their forwardly folding edges and a rectangular shelf, foldable along one of its diagonals, articulated along two of its edges adjacent the foldable diagonal to the upper edges of each of said pairs of minor panels.

2. A foldable display device including in combination a plurality of major panels articulated along their vertical edges respectively, said panels being foldable in accordion-like formation, a plurality of pairs of forwardly disposed folding minor panels, the upper edges of which are cut free from said major panels and articulated thereto at their outer vertical edges respectively, each pair of said minor panels being articulated together at their forwardly folding edges, a rectangular shelf, foldable along one of its diagonals, articulated along two of its edges adjacent the foldable diagonal to the upper edges of each of said pairs of minor panels and means for supporting said shelves, comprising a rear wall articulated to two or more of said major panels and having panels extending upwardly for engagement with said shelves respectively.

3. In a foldable display device the combination of a pair of vertical major panels articulated along a vertical line, a pair of minor panels articulated along a vertical line and articulated along their outer vertical edges to said major panels respectively, a rectangular shelf, foldable along one of its diagonals and articulated along two of its edges adjacent the foldable diagonal to the upper edges of said pair of minor panels respectively.

4. In a foldable display device the combination of a pair of vertical major panels articulated along a vertical line, a pair of minor panels articulated along a vertical line and articulated along their outer vertical edges to said major panels respectively, a rectangular shelf, foldable along one of its diagonals, articulated along two of its edges adjacent the foldable diagonal to the upper edges of said pair of minor panels respectively and foldable means articulated to the backs of said major panels respectively for supporting said shelf.

5. In a foldable display device the combination of a rectangular shelf, foldable along one of its diagonals, a pair of foldable supporting walls for said shelf, said shelf being articulated along two of its edges adjacent the foldable diagonal to said supporting walls respectively, and foldable means articulated to the backs of said supporting walls respectively for supporting said shelf.

GEORGE C. KINDRED.