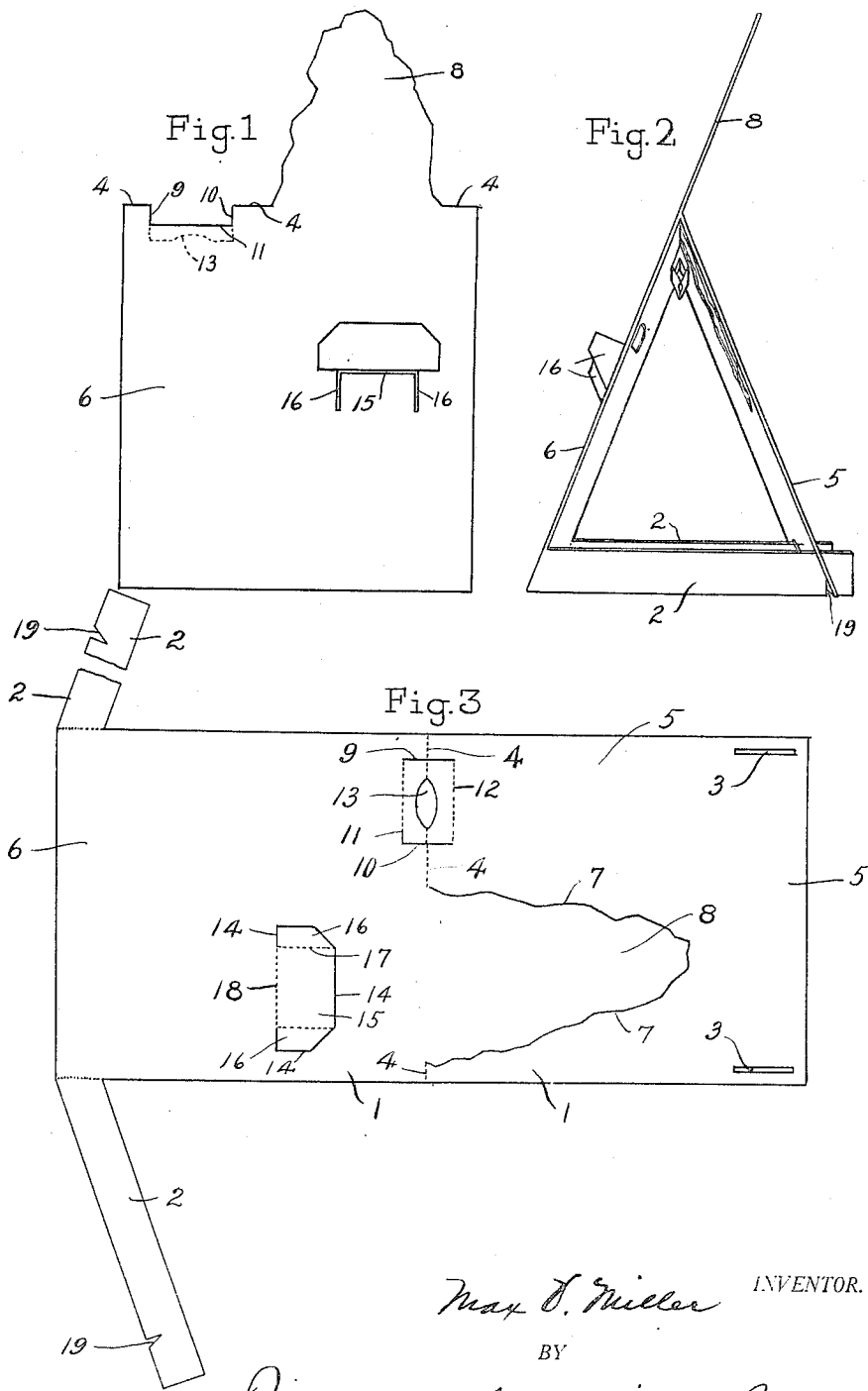


Dec. 19, 1922.

1,438,963.

M. V. MILLER.
DISPLAY DEVICE AND BLANK.
FILED AUG. 23, 1921.



Max V. Miller

INVENTOR.

BY

Rosenbaum, Stockbridge & Bost
ATTORNEYS.

UNITED STATES PATENT OFFICE.

MAX V. MILLER, OF NEW YORK, N. Y.

DISPLAY DEVICE AND BLANK.

Application filed August 23, 1921. Serial No. 494,694.

To all whom it may concern:

Be it known that I, MAX V. MILLER, a citizen of the United States, residing at New York, in the county of New York and State of New York, have invented certain new and useful Improvements in Display Devices and Blanks, of which the following is a full, clear, and exact description.

An object of the invention is to provide an inexpensive and attractive device for the effective display of any desired information, articles or advertisements, which may or may not have cut out characters or objects thereon to attract attention thereto, which may support sample objects in relative or suggestive positions with respect to the cut out object or characters, or pictures thereon that may be illustrative of the uses or advantages of the object, and which may be readily and easily produced from sheet materials. A further object is to provide a blank of sheet material which when folded in a desired manner will provide a simple and attractive self supporting display or advertising device, which may be folded by inexperienced persons, and which is susceptible of production in quantities at a very low cost. Other objects and advantages will be apparent from the following description and the novel features of the invention will be particularly pointed out in claims.

In the accompanying drawing,

Fig. 1 is a front elevation of the complete folded display device.

Fig. 2 is a perspective of the same.

Fig. 3 is a plan of the blank before folding.

In the illustrated embodiment of the invention, a blank 1 of suitable sheet foldable material, such as cardboard, is cut to the desired shape and size, as illustrated in Fig. 3. This blank is substantially rectangular and is provided at one end with integral tongues 2, one extending outwardly from each side edge at points adjacent one end, and at the other end with apertures 3 parallel with and near the side edges. An indicating line 4 extends transversely of the blank at a point substantially midway between the ends, upon which the blank may be folded to form a V-shaped display stand having two faces 5 and 6. This line may extend entirely across the blank, but preferably the face 5 of the blank is cut by a plurality of intersecting slits 7 that end in the line 4 at spaced points thereon and

form an outline 8 of a desired object, representation or view which is cut from the sheet by the slits except along the portion of the line 4 between the spaced points. Thus when the sheet or blank is folded upon the line 4 the representation 8 in outline will not be folded along its portion of the line 4 but will extend as a continuation of the face 6 above the folding edge 4, and effectively increase the display area of the face 6.

The blank is also provided with slits 9 and 10 which cross the line 4 at spaced points and the ends of these slits upon the same side of the line 4 are connected by indicating lines 11 and 12. When the blank is folded upon the line it may also be folded upon the lines 11 and 12 so as to depress the area between lines 11 and 12 into the space between the faces 5 and 6 and thus provide a depression in the upper edge of the display device which may be utilized for various purposes. The area between the lines 11 and 12 may have an aperture 13 which preferably extends upon both sides of the line 4.

The blank may have a plurality of intersecting slits, 14 in the face 6 which form a cut out tongue 15 integrally connected at one side with the body of the blank and having free end extensions 16. The lines of connection of the extensions 16 to the tongue 15 and of the tongue 15 to the body of the blank may be indicated by lines 17 and 18 respectively, to facilitate folding of the blank by unskilled persons. All of the indicating lines 4, 11, 12, 17 and 18 may be merely printed upon the blank to serve as guides in folding, or the blank may be scored to provide the lines and facilitate the folding operation. The face 5 and outline 8 of the blank may have any desired advertising matter or representations printed or embossed thereon, the nature and details of which will vary with the purpose for which the display device will be utilized.

The blanks are preferably sold and shipped in the flat state prior to folding, for the reason that in the flat condition they occupy less shipping and storage space, and are less susceptible to damage in handling and transportation, and may be folded as needed. To convert a blank into a display device, it is folded along the lines 4, 11 and 12, into the positions shown in Figs. 1 and 2. The tongues 2 are also folded along the lines of their connection to the body of the

sheet so as to extend rearwardly from the face 6, and are then inserted into the apertures 3 to interlock the free ends of the faces 5 and 6 to one another and thus provide a rigid frame or stand. The depression formed in the upper or junction edge of the faces by the folding in of the area between the lines 11 and 12 may be utilized to support a model or actual sample of the object or subject matter to which the display matter upon the face 6 and outline 8 relates, and the display matter upon the outline and the face may be so positioned or disposed with respect to the object or model supported in the depression as to provide a very realistic and attractive illustration of a use of the object that is displayed in the depression. The end extensions 16 may be folded upon lines 17 and the tongue 15 upon the line 18, as shown in Figs. 1 and 2, so as to provide a small shelf of the tongue with the folded extensions acting as brackets for the same. Models or actual samples of objects about which the subject matter printed, embossed or otherwise placed upon the face 6 and outline 8 relates, or to which it is pertinent, may be displayed in a position with respect to such subject matter which will also give a very realistic and pleasing illustration of a use of the object or so as to more effectively illustrate the ideas conveyed by the subject matter carried by the display face of the stand. The aperture 13 may be used to support spherical or various shaped articles, such as balls, more securely, either when the blank is folded upon the lines 11 and 12 or when it is not so folded. In fact when the blank is not folded upon lines 11 and 12 the aperture 13 provides a cavity in the edge which will support many objects as effectively as when folded along those lines.

The tongues 2 may extend perpendicularly from the edges of the body of the blank but I prefer to have them extend obliquely thereto (as illustrated) in the direction of the other ends of the blank so that they will interlock with the apertures 3 without flexing the lower end of the face 6. The tongues are each preferably provided at their outer ends with a notch 19 which is adapted to engage an end of the cooperating aperture 3 and prevent endwise movement of the tongue in said aperture. I have found that two tongues 2 are preferable to ensure the greatest possible rigidity, but one tongue could in many cases be dispensed with, especially when the devices formed from the blank are small in size. The face 6 and the outline may have any desired pictures, words, representations or symbols

printed, painted, embossed or otherwise placed thereon to carry out any desired effect. For example when advertising Thanksgiving sales the figures and views would relate to that while in the vacation season golf balls or other vacation articles could be effectively displayed and their use realistically illustrated.

It will be obvious that various changes in the details and arrangements herein described and illustrated may be made by those skilled in the art within the principle and scope of the invention.

I claim:

1. A blank for making display devices comprising a sheet of foldable material having an indicating line extending transversely of the sheet and located substantially midway between the ends, the sheet having therein spaced slits intersecting and crossing the said line, the ends of the slits on each side of the line being connected by indicating lines whereby if the sheet is folded upon the first line to form a display stand with an acute dihedral angle between them, the area enclosed by the slits and second lines may be folded on all lines to form a depression within the dihedral angle adapted to receive and supportingly display an object therein.

2. A blank for making display devices comprising a sheet of foldable material having an indicating line extending transversely of the sheet and located substantially midway between the ends, the sheet having therein spaced slits intersecting and crossing the said line, the ends of the slits on each side of the line being connected by indicating lines whereby if the sheet is folded upon the first line to form a display stand with an acute dihedral angle between them, the area enclosed by the slits and second lines may be folded on all lines to form a depression within the dihedral angle adapted to receive and supportingly display an object therein, the sheet having an integral tongue extending therefrom adjacent one end and an aperture adjacent the other end with which the tongue may interlock when the sheet is folded upon the first line, so as to prevent collapse of the device.

3. A display device comprising a V-shaped stand formed from a sheet of foldable material and having in its upper junction edge a depression formed by folding a portion of the sheet inwardly between the faces at their junction edge.

In witness whereof, I hereunto subscribe my signature.

MAX V. MILLER.