Oct. 1, 1935. M. I. WILLIAMSON 2,016,129

THREE DIMENSIONAL DISPLAY MEANS

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Fig. 1.

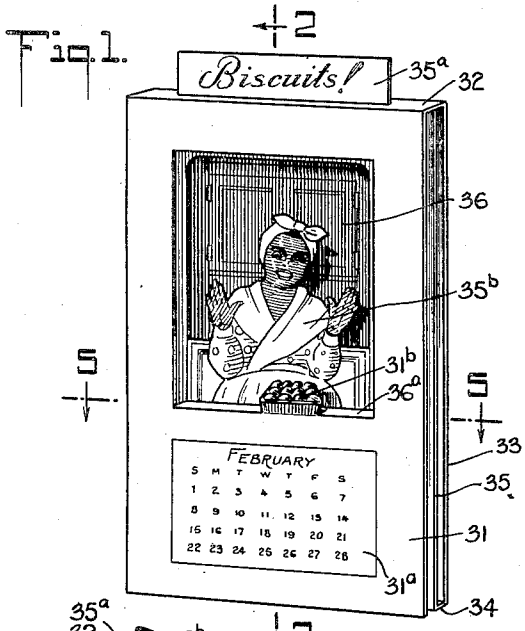

Fig. 4.

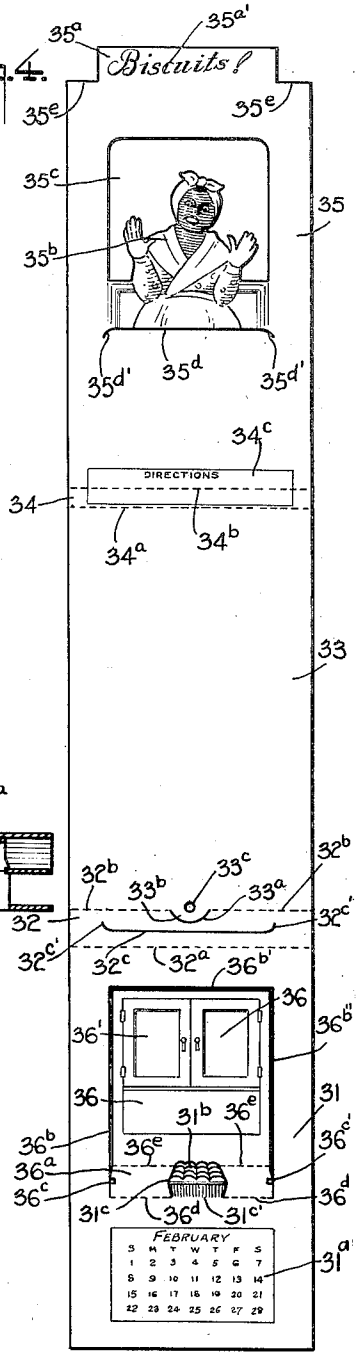

Fig. 2.

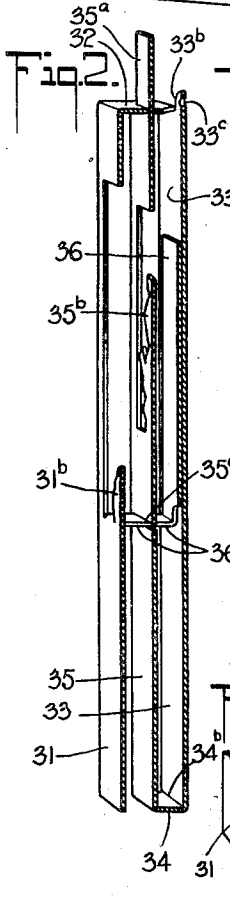

Fig. 3.

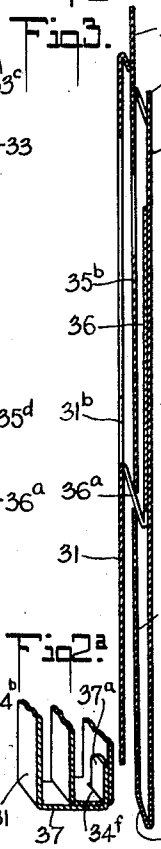

Fig. 5.

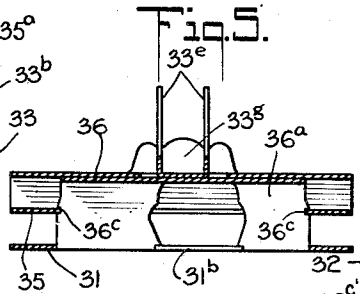

Fig. 6.

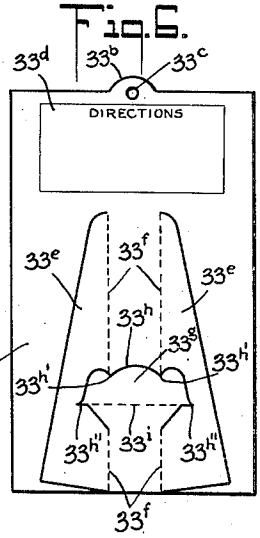

Fig. 2a.

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Fig. 7.

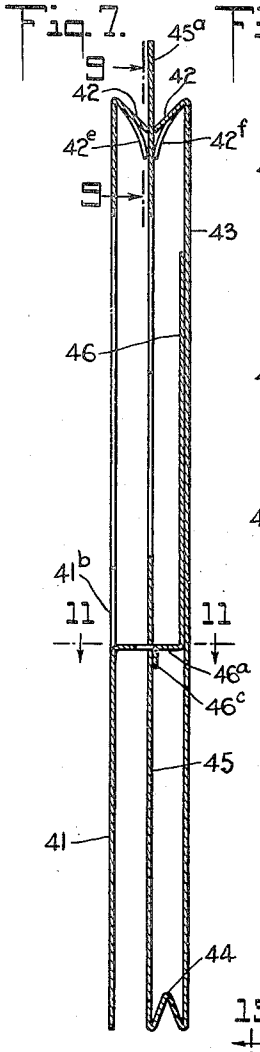

Fig. 8.

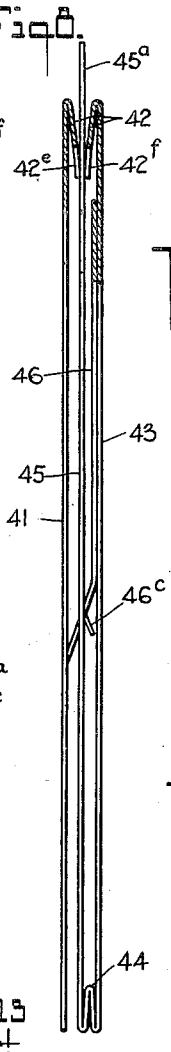

Fig. 9.

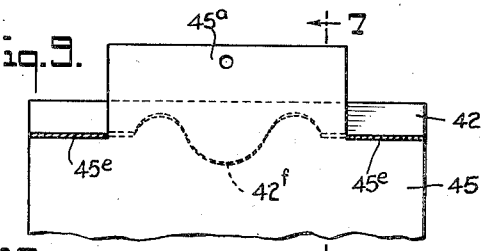

Fig. 10.

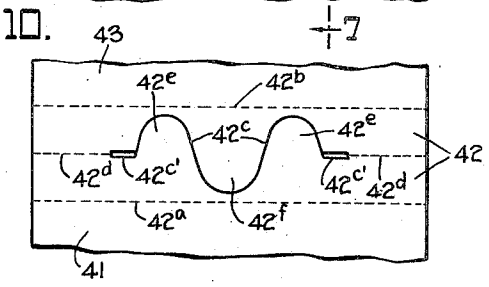

Fig. 11.

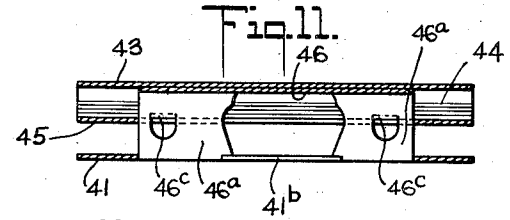

Fig. 12.

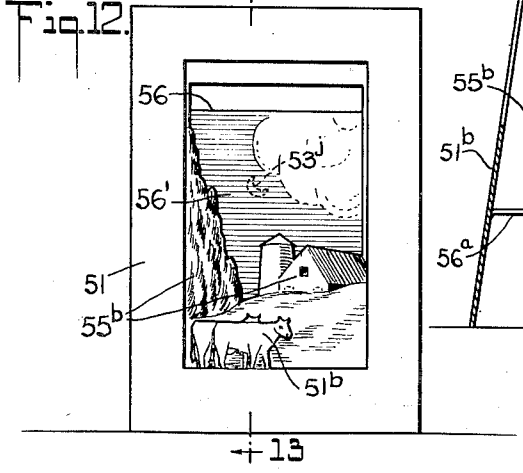

Fig. 13.

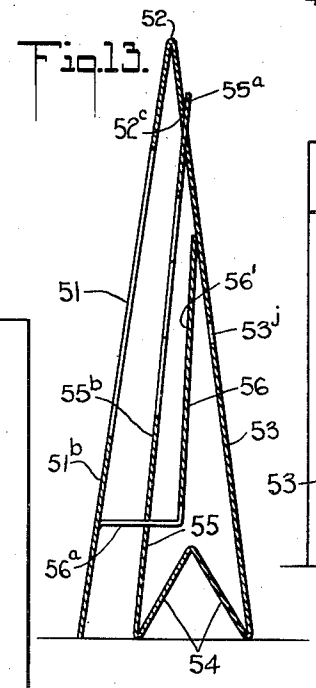

Fig. 14.

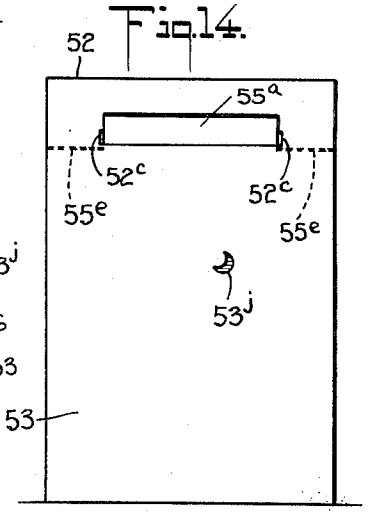

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Fig. 15.

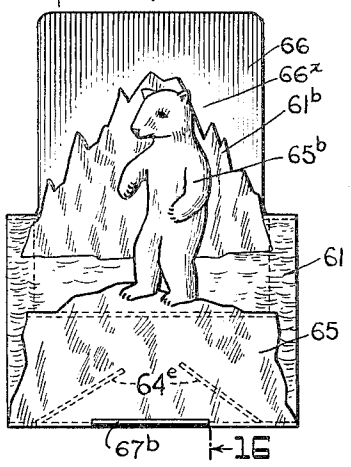


Fig. 16.

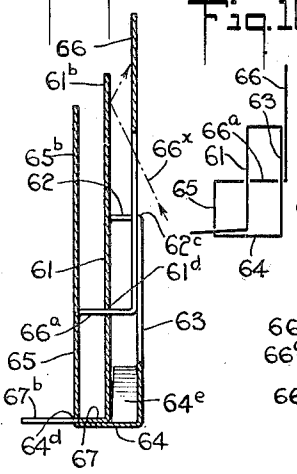


Fig. 16a.

Fig. 18.

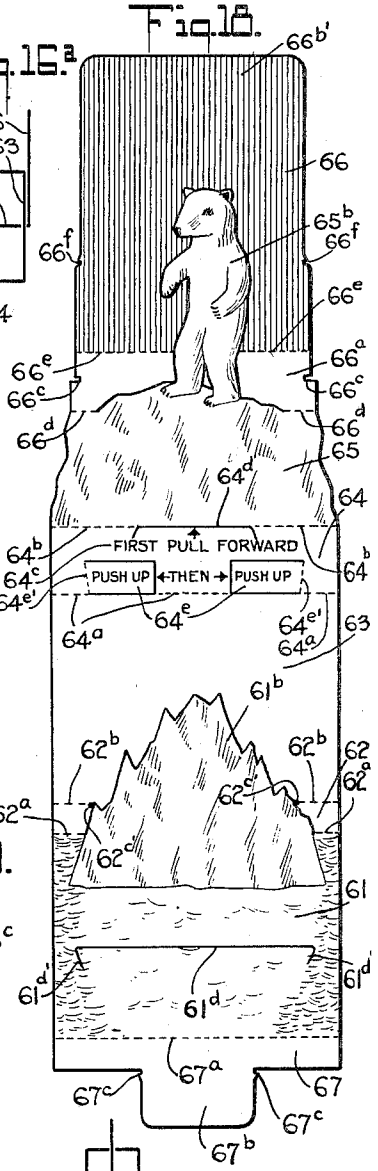


Fig. 17.

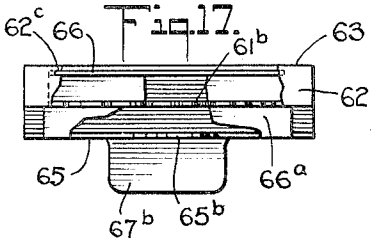


Fig. 17a.

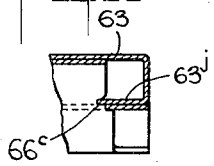


Fig. 19.

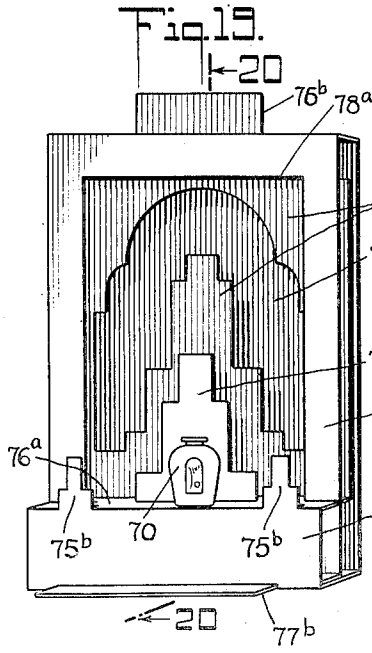


Fig. 20.

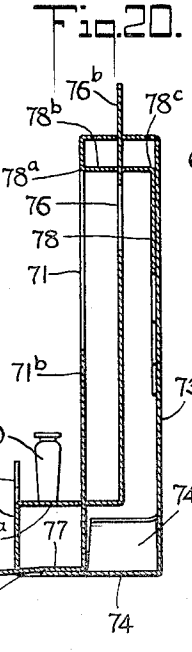
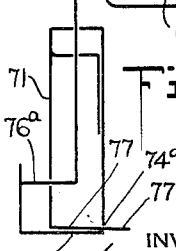


Fig. 20a.



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THREE DIMENSIONAL DISPLAY MEANS

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Fig. 21.

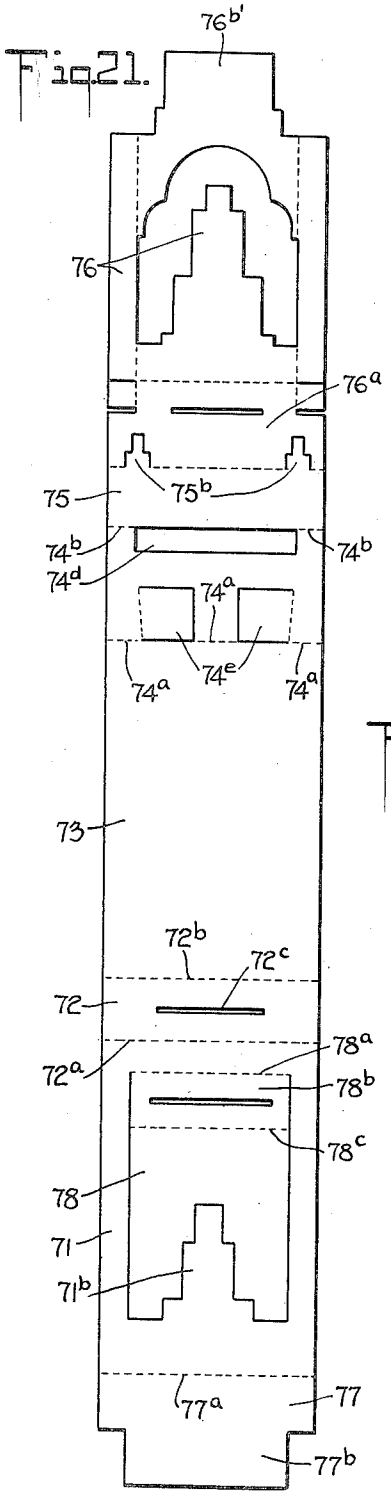


Fig. 22.

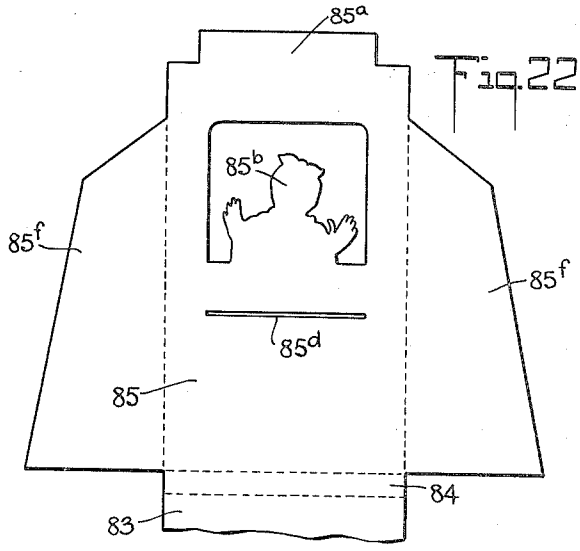


Fig. 23.

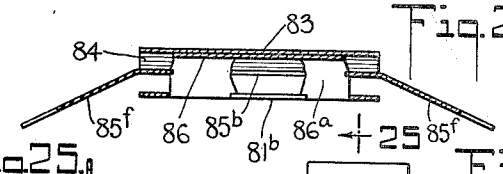


Fig. 25.

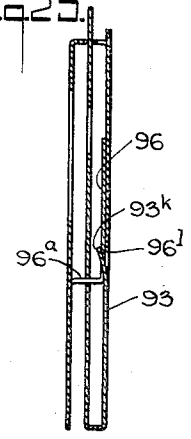


Fig. 24.

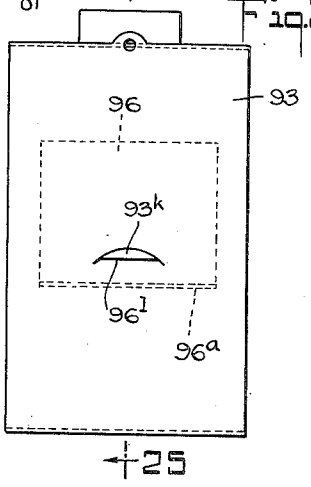
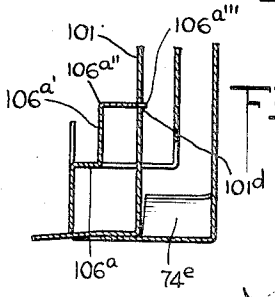


Fig. 26.



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THREE DIMENSIONAL DISPLAY MEANS

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Fig. 27.

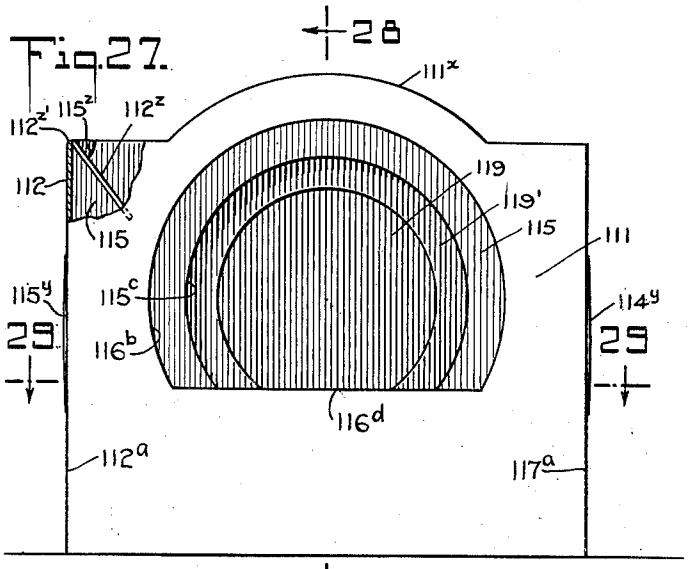


Fig. 28.

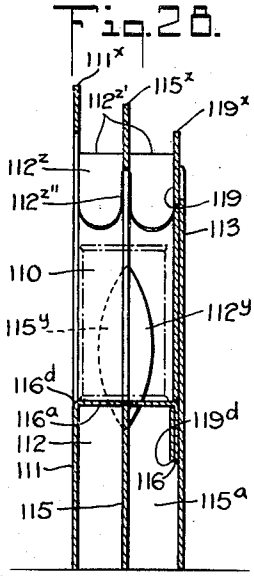


Fig. 29.

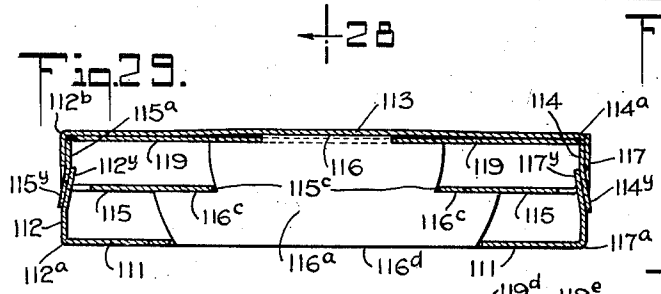


Fig. 27a

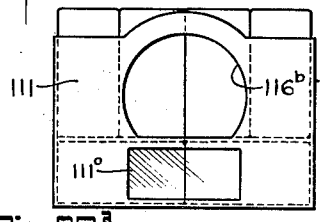


Fig. 30.

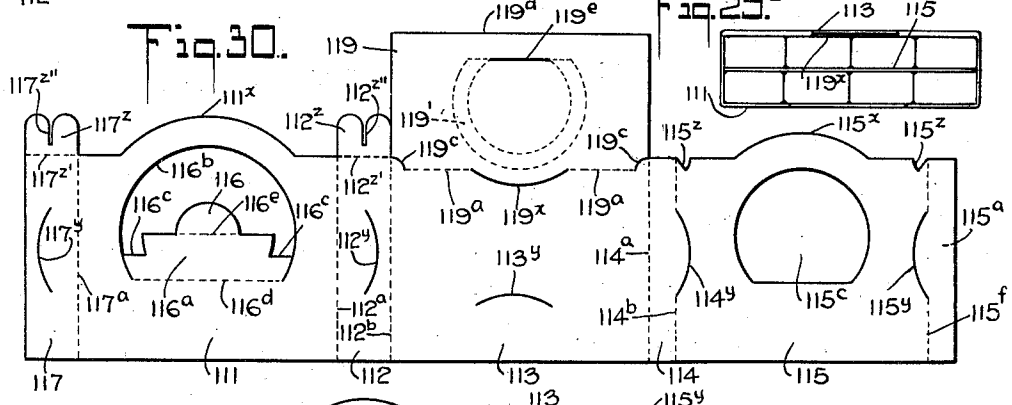


Fig. 29a

Fig. 31.

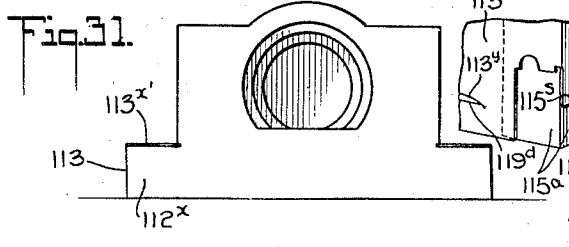
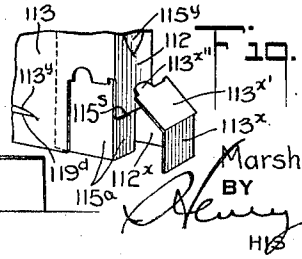


Fig. 32.



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Patented Oct. 1, 1935 2,016,129

UNITED STATES PATENT OFFICE

2,016,129

THREE DIMENSIONAL DISPLAY MEANS

Marshall I. Williamson, Edgewater, N. J.

Application April 25, 1934, Serial No. 722,259

19 Claims. (Cl. 40—126)

The invention relates to three-dimensional display means, inclusive of both hanging and standing types, and especially to those of multi-planar nature that require no gluing, either of integral parts or of separately incorporated pieces.

More particularly, my invention is directed to three-dimensional advertising and/or merchandise displays of the stated character, the mere suspension or support of which automatically affords the three-dimensional effect; that is to say, automatically positions the respective portions of the display in such planarly spaced relation to one another, as instantly to produce the three dimensional effect when the display is set up.

The preferred forms of my invention embody the distinctly advantageous feature of the respective parts of such a display being not only wholly integral with one another, but also of their being so designed as to lock together without the use of adhesive, thus facilitating the manufacture and assembly of the same, and obviating the otherwise necessity of interconnecting the parts to one another by the employment of various separate interconnecting and/or fastening means; though obviously my invention is not limited to such integral and/or non-glued relation of the respective parts.

The most preferred forms of my invention embody the further advantages that all necessary printing, display and otherwise, appears upon corresponding faces of the various parts, thereby enabling all such and/or other impression operations to be carried out upon one face only of the blank material; and that the individual displays may thereafter be completely cut out and fully scored for folding in a single further operation.

Cardboard is a desirable material from which to produce the various types of my display, but obviously my invention is not limited to the use of the same, as any material capable of bearing an impression, and of being scored or otherwise prepared for folding and having the desired rigidity, etc., may be employed.

In general, as carried out in the more preferred forms of my invention, the blank, after being printed or otherwise impressed, cut-out, scored, slitted, etc., as required, is bent or folded upon itself in such manner as to give it generally a substantially "spiral" or "coiled" arrangement. This arrangement results in positioning various complementary parts of the blank in a plurality of planes and further enables each of certain of such parts to present the same, i. e. printed or otherwise impressed, side of the blank's surface in substantially the same direction. Generally, this arrangement of the blank is maintained by ultimate passage of one such part, or a portion thereof, through a slot or equivalent disposed in another part. It is also usual to provide various tongues and co-acting slots or notches, etc. in complementary parts to retain such parts in relative position when the display is assembled and subsequently set up.

The various forms of my invention possess, as a further feature, the capability, when set up, of being readily "knocked-down", and, when thus collapsed, though fully assembled, of being wholly in substantially flat condition for storage and shipment.

The more preferred forms usually, when assembled and set up, have the component display parts of the blank positioned in substantially parallel planes; the provision of the part affording the "third" plane, in the more preferred forms, being attained, usually, by partially severing or die-cutting a portion of the part affording the "first", i. e. foremost, plane, folding such partially severed portion away from the "first" plane and passing the same through a slot or equivalent in another part of the blank lying in a plane intermediate the "first" plane and such ultimate "third" plane; the part in which the said slot or equivalent is located thus constituting the intermediate or "second" plane of the assembled display. In such arrangement, the part lying in and constituting the intermediate or "second" plane serves further, usually, to conceal the connecting portion of the "third" plane which is lodged in the slot or equivalent in the intermediate or "second" plane, the slot or equivalent and other non-display portions of the blank being also substantially concealed or rendered substantially non-visible by the "first" or foremost plane of the display.

It often is desirable to affix by printing, or otherwise, instructions for seting-up various forms of "knock-down" displays. This generally requires a separate operation upon the "back" of the ordinary finished display or on the reverse side of the blank in production. My invention enables printing or other affixing of such instructions to be done simultaneously with and on the same face of the blank as the printed or otherwise impressed advertising and/or other display matter, and at locations closely adjacent the portions of the assembled display that are to be grasped or manipulated in setting it up, which locations, further, are wholly concealed from view when the display is in set-up position.

Further features and objects of the invention

will be more fully understood from the following detail description and the accompanying drawings, in which

Figs. 1 to 4 are illustrative of one type of embodiment of my invention. The embodiment illustrated is of an optionally hanging or self-supportive standing type. Fig. 1 is a perspective view illustrating this type of my invention in final set-up position; Fig. 2 is a perspective sectional view taken on line 2—2 of Fig. 1; Fig. 3 is a view similar to Fig. 2, illustrating the relative positions of the respective parts of the assembled display when partially collapsed; Fig. 4 is a plan view, on a slightly decreased scale, of the printed, scored and otherwise treated blank, in projected form.

Fig. 2*a* is a modification of Fig. 2.

Fig. 5 is a horizontal sectional elevation taken on line 5—5 of Fig. 1, illustrating an embodiment provided with self-incorporated easel-support elements; and Fig. 6 is a rear elevational view of Fig. 5.

Figs. 7 to 11 are illustrative of another embodiment of my invention. The embodiment illustrated being of a type adapted especially for hanging. Figs. 7 and 8 are vertical sectional views in expanded and collapsed positions respectively, Fig. 7 being a section in line 7—7 of Fig. 9; Fig. 9 is a sectional view on line 9—9 of Fig. 7; Fig. 10 is a detail plan view of a portion of Fig. 7, projected in a plane; Fig. 11 is a horizontal sectional view on line 11—11 of Fig. 7, coresponding to the view shown in Fig. 5.

Figs. 12, 13, and 14 are, respectively, a front elevational view, a vertical sectional view on line 13—13 of Fig. 12 and a rear view of another type of embodiment of my invention. The illustrated embodiment is of an essentially self-supportive standing type.

Figs. 15 to 18 illustrate another type of embodiment of my invention, adapted preferably to stand. Fig. 15 is a front elevation; Fig. 16 is a sectional view on line 16—16 of Fig. 15; Fig. 17 is a top plan view of Fig. 15; and Fig. 18 is a plan view of the projected blank.

Fig. 16*a* shows a modification of Fig. 16.

Fig. 17*a* is a detail sectional view of one end of a portion of Fig. 17, and illustrates a modification.

Fig. 19 is a perspective elevational view of another embodiment of my invention; combining the essential features of the embodiment shown in Figs. 1 to 4 and of that shown in Figs. 15 to 18; Fig. 20 is a vertical sectional view on line 20—20 of Fig. 19; and Fig. 21 is a plan view of the projected blank.

Fig. 20*a* shows a modification of Fig. 20.

Fig. 22 is a detail plan view of the blank of another embodiment of my invention, comprising a modification of the blank shown in Fig. 2; and Fig. 23 is a horizontal sectional view of the assembled display formed of the blank partially shown in Fig. 22, corresponding to the view shown in Fig. 5. This embodiment illustrates another self-supportive standing type of my invention, the supportive function, in this instance being performed by the folding side panels which also provide additional area for display matter.

Fig. 24 and Fig. 25 illustrate another embodiment of my invention, particularly indicated for large sizes where the weight of the third plane may require additional support to keep it from sagging. Fig. 24 is a rear elevational view; and Fig. 25 is a sectional view on line 25—25 of Fig. 24.

Fig. 26 is a detail vertical sectional elevation corresponding to, but in modification of, Fig. 20.

Fig. 27 to 30 illustrate another embodiment of my invention, adapted for either hanging or standing. Fig. 27 is a front elevational view, partly broken away in section; Fig. 28 is a central vertical sectional view on line 28—28 of Fig. 27 and showing in phantom an article of merchandise supported by the display; Fig. 29 is a horizontal sectional view on line 29—29 of Fig. 27; and Fig. 30 is a plan view of the projected blank, on a reduced scale.

Fig. 27*a* is a front elevational view on a reduced scale, of Fig. 27, showing merchandise packed in the display for shipment therein and Fig. 29*a* is a horizontal sectional view, corresponding to Fig. 29, further illustrating this use of my invention, as a container for merchandise.

Fig. 31 is another front elevational view of the present embodiment, Figs. 27 to 30, on a reduced scale, illustrating a modification whereby small platforms are formed at either side or end of the set-up display for the support of merchandise; and Fig. 32 is a perspective rear view of one end of the thus modified embodiment shown in Fig. 31.

Referring to the drawings, the various embodiments of my invention represent several preferred types, the general structural and assembly features of which are substantially the same: firstly, printing all matter, inclusive of display or advertising matter, directions for assembling, setting-up, collapsing, etc. on one, i. e. the same face of the material; secondly, simultaneously or similarly effecting the scoring, creasing, die-cutting, slitting, slotting and the like, such operations resulting usually in three complementary display parts and several interconnecting non-display parts of the completely integral-remaining blank; thirdly, forming the resulting display by making the bends at the scorings, creasings, etc., thus giving dislodgement and partial erection to the three display parts, grasping the uppermost display part, turning it rearwardly downward and then forwardly upward in a substantially spiral or coiling movement and passing it partly or wholly through an opening, slot, slit, or equivalent, in an intermediate non-display part of the blank, whereby the other two display parts (in instances of a total of three) are located either both forwardly or the one forwardly and the other rearwardly of such uppermost display part, thus giving the respective component display parts their pictorially or otherwise complementary multiplanar arrangement or position.

Referring to the specific display illustrated in Figs. 1 to 4, the original blank is illustrated in Fig. 4, and in the particular instance comprises a first or foremost major display part 31, a major non-display part 33, a second major display part 35, terminating in an upwardly extending tab-portion, 35*a*, a sub-component third display part 36, and the interconnecting non-display parts 32, 34, and 36*a*.

In this instance the particular display chances to comprise in general a calendar, the calendar itself appearing at 31*a*. The advertising matter indicated happens to illustrate a "pan of biscuits" in perspective, a printed representation of such subject matter appearing at 31*b*. Associated illustrative display matter further comprises the representation 35*b* of a "negro cook", the legend "biscuits" 35*a*, and the representation of a kitchen cupboard 36'.

The representation 31*b*, as shown in Fig. 4, is impressed upon the "first" or foremost major display part 31, the representations 35*b* and 35*a*', on the "second" major display part 35; and the

representation **36'** upon the subcomponent "third" display part **36**.

The particular instance of the representation **35***b* involves a cut-out portion **35***c*, whereby the representation **35***b* of the "negro cook" is disposed in an opening extending from the waist upwardly. In this particular instance, also, a slot **36***b* extends from below a locking notch **36***c* rectilinearly along one side of the sub-component "third" display part **36**, thence normally thereto, see **36***b'*, across the top of the part **36**, and continues normally at the opposite side **36***b''* to below the opposite locking notch **36***c'*. As will be seen, the configuration of this slot, conforming as it does to the shape of the "kitchen cupboard", serves both to delineate the physical outline of the part **36** and also partially to sever this "third" or lesser display part of the blank from the aforesaid "first" or foremost display part **31**. In the particular instance illustrated in the blank, Fig. 4, another slot **31***c* extends about the "pan of biscuits", representation **31***b*, excepting at the base line **31***c'*, so that when the lesser display part **36**, bearing the representation of the "kitchen cupboard", is foldingly dislodged from the major display part **31**, the position of the "pan of biscuits", is not affected by such dislodgement of the part **36** but remains vertical and thus planarly contiguous to the "first" or foremost major display part **31**. Scoring or creasing of the foldable connection of the lesser display part **36** to the major display part **31**, from which it is partly severed by the above described delineating slot **36***b'*, **36***b''*, is indicated at **36***d*, **36***d* and at **36***e*, the required direction of such folding at **36***d*, **36***d* being rearwardly, to dislodge the part **36** from its original position in the blank, and at **36***e* forwardly, to position the part **36** in a plane parallel to but rearwardly of the major display part **31**.

Other slots, slits and scorings or creasings necessary to complete assembly of the specific illustrated display are at **32***a*, **32***b*, **34***a*, **34***b*, **32***c*, and **35***d*. Specific directions for assembling and for setting up the display are preferably printed or otherwise directly affixed to the bank, an example of such "directions" being indicated on the blank Fig. 4 at the location **34***c*. Additional "directions", **33***d*, may also be printed or affixed upon the major non-display part **33**, see Fig. 6. All of such "directions", while clearly in view upon the projected blank, and also when the same is assembled but in collapsed position, are located to be cancealed when the display has been set up.

Assembly of the display specifically illustrated in Fig. 4 is effected by: first, breaking rearwardly the two pairs of full width horizontal scores or creases **32***a*—**32***b* and **34***a*—**34***b*, thereby forming the several previously described hingedly connected main component parts of the blank; next, grasping the lower major display part **31** in one hand and with the other hand folding the rest of the blank first rearwardly (assuming that the part **31** is being held vertically) at the score or crease line **32***a* and then downwardly at the score or crease line **32***b*, allowing the short interconnecting non-display part **32** to assume a relatively horizontal position, i. e. substantially at right angles to the major display part **31**, and allowing the major non-display part **33** to assume a position rearwardly of and substantially parallel to the major display part **31**; then folding the other major display part **35** first forwardly upward at the score or crease line **34***a* and then continuing upward at the score or crease line **34***b*, allowing the shorter interconecting non-display part **34** also to assume a relatively horizontal position substantially parallel to that of the first named non-display part **32**, but in so doing, by momentarily raising the first named major display part **31**, positioning the last named major display part **35** rearwardly, not forwardly as would otherwise be the case, of the former (**31**) so that the latter (**35**) lies between the former (**31**) and the aforesaid major non-display part **33**.

In this position it will be noted that the blank has been caused to assume a substantially spiral or coiled arrangement and that the two major display parts **31** and **35** lie thus in substantially parallel planes, one directly rearwardly of the other, and both presenting their respective portions of the printed side of the blank in substantially the same forwardly direction, whereas the aforesaid major non-display part **33** presents its portion of the printed side of the blank in the opposite or rearward direction.

Now to maintain this desired arrangement of the blank, and also to fix the desired spacing between its aforesaid three major component parts, the assembly is continued by inserting the "tab" portion **35***a* of the second named major display part **35** into the slit **32***c* in the short horizontal non-display part **32** until the shoulders **35***e* abut the latter.

To complete the assembly of the specific illustrated display it, lastly, is necessary to dislodge the lesser or sub-component "third" display part **36** from its original partially severed position in the "first" or foremost major display part **31** of the blank by bending it first rearwardly at its connecting score or crease line **36***d*, **36***d* and then forwardly upward at its other score or crease line **36***e*; then, by again momentarily raising the major display part **31**, inserting the upper edge **36***b'* of the said sub-component display part **36** into the transverse slit **35***d* in the now intermediately positioned "second" major display part **35**, and passing the whole of said sub-component display part **36** upwardly through the said transverse slit, then continuing the inserting movement until the short interconnecting non-display part **36***a* rests substantially horizontally within the slit and the positioning or retaining notches **36***c* and **36***c'*, midway of its length, are lodged in the slit's ends.

In this final position the lesser or sub-component "third" display part **36** will be found to rest facing forward in a plane parallel to and rearwardly of the intermediately positioned "second" major display part **35** and to constitute, thus, the rearmost of the three planarly arranged printed display parts of the blank.

The slit **33***a* forms the outline of a resulting tab **33***b* which is provided with a perforation **33***c*, for hanging the display when desired. Otherwise, the display may be supported on a counter, show case, shelf, or the like, as clearly appears from Figs. 1 and 2.

At the moment, attention is called to the formation of the slit **35***d* which is provided with terminally curved ends **35***d'*, **35***d'* the purpose of which is two-fold; first to cooperate in the locking function of the positioning notches **36***c*, **36***c'* on the edges of the interconnecting non-display part **36***a*, and second, (as also in the case of the slit **32***c* and its terminally curved ends **32***c'*, **32***c'*) to permit, by limited flexing, a slight displacement of the material at that edge of the slit toward which the said curved ends are turned.

This slight displacement of the said material is sufficient to permit passage through the slit of the respective portions of the blank which are to be inserted therein and thus obviates the extra operation of removing the narrow strip of waste material that would be necessary in the event an open slot were to be provided instead of the said slit. However, slots may readily be employed and may, in some instances, be preferred, particularly where the act of passing the parts to be inserted through them automatically effects the removal of the waste material.

After assembling the display, the same may be collapsed to flattened position for storage and shipping convenience, as previously stated, simply by pressing the "first" or foremost major component display part **31** rearwardly and slightly upwardly, see Fig. 3, until the three major component parts lie flat against one another. It is desirable to ship the display to the user, thus collapsed, but completely assembled, to insure, by the extreme simplicity of the necessary setting-up operation, the proper erection of the display by the user. This setting-up operation, in the specific illustrated instance, consists simply in grasping the upwardly protruding "tab" portion **35***a* with one hand, and the free lower end of the "first" or foremost major display part **31** with the other and pulling the latter downward until the position of the three short interconnecting non-display parts **32**, **34**, and **36***a* is reversed, pressing the whole display momentarily flat in this reverse-collapsed position, the result of which, upon relieving such pressure, being that the aforesaid short interconnecting non-display parts assume a substantially horizontal position and thus cause the three planarly separate display parts to stand parallelly away from each other at their maximum spaced distance.

As now appears from the arrangement and manner of assembling the respective component and sub-component parts of the original blank, and from the method of setting-up the assembled display, the three-dimensional effect is had by the parallelly planar positions of the several component display parts relative to one another, attention being called to the rearwardly planar position of the "cook" **35***b* relative to the "pan of biscuits" **31***b*, and in turn the "cupboard" **36'** relative to the "cook" and the "pan of biscuits".

The modification shown in detail in Fig. **2***a*, embodies the addition of a sub-component part **37** extending from the lowermost edge of the "first" or foremost major display part **31**, the part **37** terminating in a locking tab portion **37***a* which is adapted to be inserted into a close-ended slot **34***f* extending centrally of and coincident with the score or crease line **34***a*.

The embodiment shown in Figs. 5 and 6 corresponds in general to the display shown in Figs. 1 to 4, and like parts are designated by like reference characters. The embodiment illustrates in particular the addition of a self-incorporated supportive easel, the formation of the wings **33***e*, **33***e*, of which is had by partial slitting of the back or major non-display part **33** of the blank shown in Fig. 4, and parallel vertical scorings or creasings **33***f* on the lines of which these wings are to be folded rearwardly outward from said back or major non-display part. If desired, a complementary locking portion **33***g* may also be had by slitting about the external edge **33***h* and scoring or creasing at **33***i*, locking apices being formed at **33***h'*, **33***h'* with the complementary apices **33***h''*, **33***h''* respectively in the wing portions **33***e*, **33***e*, as will be apparent from Fig. 5.

The display illustrated in Figs. 7 to 11 embodies the component parts and sub-component parts of the foregoing displays, excluding certain exceptions noted hereinafter. The component and sub-component parts common between the display shown in Figs. 7 to 11 and that shown in Figs. 1 to 4, are designated beginning **41** with corresponding suffices of Figs. 1 to 4.

Figs. 7 to 11 show, particularly, certain modifications in the uppermost and lowermost interconnecting non-display parts indicated at **32** and **34** in Figs. 1 to 4, which modifications adapt the specific illustrated display particularly to hanging when assembled. The corresponding interconnecting non-display parts **42** and **44**, in the present illustrated embodiment, are of gusset-like formation which affords automatic opening or spaced separation of the major component parts **41**, **43** and **45** and of the sub-component lesser display part **46**, by virtue of their combined weight, when the display is suspended from the upwardly protruding tab-portion **45***a*.

Specifically, the uppermost interconnecting non-display part **42** (see Fig. 10) is provided, midway of its length, with partial scorings or creases **42***d*—**42***d* and therebetween interconnecting slots **42***c'*, **42***c'* and a double S curved slit **42***c*, the same being disposed within the scorings or creases **42***a*, **42***b*, thereby providing the gusset-like formation of the part **42** (in lieu the flat formation of the corresponding part **32**, Figs. 1 to 4) and also semi-flexible retaining-supportive flaps **42***e*, **42***e* on one side of the "tab" portion **45***a* when the latter is inserted through the slit **42***c* and a counter retaining-supportive flap **42***f* on the opposing side.

The specific illustrated display shows incidentally, the embodiment of one or more small tongues **46***c*, **46***c'* in the central interconnecting sub-component non-display part **46***a* as an alternative of the positioning or retaining notches **36***c*—**36***c'* shown in Fig. 4.

The slots **42***c'*, **42***c'* are examples of coordinated arrangement of slot and therethrough inserted material whereby the slotted-out portion of material is automatically removed upon such insertion, thus eliminating manual removal of the same.

The embodiment of my invention illustrated in Figs. 12, 13, and 14 shows further the general principles of the above described specific types and like parts are designated by like reference characters, that is to say, beginning **51** with suffices corresponding to analogous parts of the embodiment shown in Figs. 1 to 4. It will be observed that the embodiment shown in Figs. 12, 13, and 14 is in general of a self-forming easel type, attained by proper relative dimensioning of the major display parts **51** and **55**, and of the major non-display part **53**; also by the gusset-like formation of the interconnecting non-display part **54**, and by the single scoring or creasing **52** in lieu the previously described uppermost interconnecting non-display parts **32**, Figs. 1 to 4 and 42, Figs. 7 to 11. The gusset-like formation of the part **54** also facilitates collapsing of the present embodiment when assembled.

The embodiment illustrated in Figs. 12, 13, and 14 also shows a further form of interlocking had by the insertion of the extending "tab" portion **55***a*, uppermost of the "second" display part **55**, through the slot **52***c* in the "back" or major non-display part **53**.

The embodiment shown in Figs. 12, 13, and 14

shows, further still, the employment of an opening **53***j* (of crescent outline) in the non-display part **53**. In general, such opening serves to transmit light, white or colored furnished from any suitable source, including sun-light, visible either defusedly with respect to the display matter **56'** in the circumstance of the sub-component display part **56** being non-translucent, or visible with more or less defined outline, in this instance of crescent shape, in the circumstance of the part **56** being translucent.

The embodiment shown in Figs. 15 to 18 is another preferred type of my invention, markedly different in appearance from those heretofore set forth, but the general coordination of the respective parts and the manner of assembly and set-up of which are substantially the same, like parts being designated by reference characters commencing **61** and suffixed corresponding to like reference characters of Figs. 1 to 4.

The present embodiment particularly illustrates elimination of the "frame" function of the "first" or foremost major display part **31**, Figs. 1 to 4; **41**, Figs. 7 to 11; and **51**, Figs. 12 to 14.

The embodiment shown in Figs. 15 to 18 also illustrates another differentiation with respect to the previously described embodiments, in that the subcomponent "third" or lesser display part **66** is formed in an upper portion of the blank, instead of in a lower portion as previously.

Moreover, whereas, in the previously described embodiments the ultimate position of the "second" major display part is rearwardly of the "first" or foremost major display part, in the embodiment shown in Figs. 15 to 18, the ultimate position of these two major display parts **61** and **65** is reversed.

Directly comparing corresponding parts of the present and previously described embodiments, the "first" major display part **61** (see Fig. 18) comprises a partially cut-out portion **61***b*, bearing the representation of an "iceberg", which corresponds to the partially cut-out portion **31***b*, bearing the representation of a "pan of biscuits" shown in Figs. 1 to 4. The length of the said major display part **61** is proportionately considerably less than that of the "first" major display part **31**, Figs. 1 to 4, and the size of the partly die-cut portion **61***b* is such as to cause it to protrude or project into and beyond the first interconnecting non-display part **62** (**32***a* and **32***b*, Figs. 1 to 4). Similarly, the major non-display part **63** is proportionately much shorter than the corresponding major non-display part **33** in Figs. 1 to 4, and in the instance of the embodiment shown in Figs. 15 to 18, affords a considerable portion of the material from which the partly die-cut portion **61***b* is formed.

With respect to the interconnecting non-display part **62** (**32**, Figs. 1 to 4), across and beyond which the partly die-cut portion **61***b* projects, it will be noted that upon folding of the blank rearwardly and downwardly at the score or crease lines **62***a* and **62***b* respectively, the said partly die-cut portion is consequently dislodged from its original position in the blank, thereby causing the removal of a considerable part of what would otherwise be the central portion of the said interconnecting non-display part **62**, the same thus being divided into two shoulders separated by the opening caused by the dislodgement or removal of the said partly cut-out portion **61***b*. Also, with respect to the score or crease line **62***b*, which likewise is divided in consequence of the removal of the partly cut-out portion **61***b*, the inward extremities of the two portions of the said score or crease line **62***b* each terminate in a short slit **62***c'*, **62***c'*, which slits are in effect the termini of what would, were it not for removal of the partly cut-out portion **61***b*, be a single slit formed directly upon the said score or crease line **62***b*.

Further with respect to the "first" major display part **61**, it will be noted that while the length of same is proportionately considerably less than that of the "first" major display part **31**, Figs. 1 to 4, as previously stated, the length of the said "first" major display part **61** and also of the major non-display part **63**, is, on the other hand, considerably greater in the present embodiment than is that of the "second" major display part **65**; whereas in the embodiment shown in Figs. 1 to 4, the length of these two major component parts **31** and **33**, is substantially the same as that of the "second" major display part **35**.

Still further with reference to the said "first" major display part **61**, it will also be noted that, in the present embodiment, there is appended to its lowermost end an extension **67** foldable relative thereto upon the score or crease line **67***a*, the said extension terminating in a tab or tongue portion **67***b* which (see Figs. 15, 16, and 17) is adapted to be inserted into a transverse slit **64***d* lying directly upon and intermediate the ends of the score or crease line **64***b*. Thus inserted, and held in place by the locking notches **67***c*, **67***c*, the said foldable extension serves as a fourth interconnecting non-display part and assists both in maintaining the parallel spacing of the several display parts, and in supporting the display when in set-up position.

Continuing the comparison of corresponding parts, the second interconnecting non-display part **64**, in contra-distinction to the corresponding non-display part **34**, Figs. 1 to 4, is substantially longer, rather than shorter, than the preceding or first interconnecting non-display part **62** (**32**, Figs. 1 to 4). This greater length of the interconnecting non-display part **64** provides for positioning the "second" major display part **65** forwardly rather than rearwardly of the "first" major display part **61**, thus making the former, not the latter, the foremost of the three component display parts of the blank when in set-up position.

It will further be noted that, in its position, forwardly rather than rearwardly of the "first" major display part **61**, the "second" major display part **65** does not, in the present embodiment, terminate in a tab portion such as is shown at **35***a*, Figs. 1 to 4. Instead of such a tab portion, the partly cut-out portion **65***b*, bearing the representation of a "polar bear" projects upwardly from the score or crease line **64***a*, and, while differing somewhat in its position, both in the blank itself and in relation to the other parts of the display when assembled and set-up, this partly cut-out portion **65***b* corresponds substantially to the similarly cut-out portion **35***b*, Figs. 1 to 4, bearing the representation of a "negro cook".

The spacing of the said "second" major display part **65** away from the said "first" major display part **61**, when the present embodiment is in set-up position, is effected by the lodgment of the curved ends **61***d'*, **61***d'* of the slit **61***d* in the locking notches **66***c*, **66***c* located midway the length of the central interconnecting non-display part **66***a*.

This leaves for comparative identification, the "third" or lesser display part **66** which, contrary

to the position of the corresponding lesser display part 66 within the "first" major display part 61, Figs. 1 to 4, is formed at the upper end of the "second" major display part 65 to which it is hingedly connected by the interconnecting non-display part 66a.

Supplementing the foregoing principal parts of the present embodiment are the special means necessary for setting-up this form of the display when assembled.

In the blank Fig. 18 one such means is indicated within the limits of the second interconnecting non-display part 64 or bottom of the display, and consists of a pair of foldable tucks or "push-up" paddles, 64e, which when folded upwardly on their hinge-score or crease lines 64e', 64e', are interposed or substantially wedged between the lower portions of the "first" major display part 61 and the major non-display part 63 (see Fig. 16). In order somewhat to counteract the tendency of the display to resume the collapsed state in which it is stored and shipped, the direction of the hinge-score or crease lines 64e', 64e' of these tucks or "push-up" paddles is slightly oblique thus causing them to have a slight tilt, when raised, against the recollapsing tendency of the display.

The modification shown in Fig. 16a illustrates an alternate arrangement of the major display part 61 and the major non-display part 66 in that these two major parts in this modification pass through the interconnecting non-display part 66a instead of it through them.

The modification shown in Fig. 17a illustrates the application of foldable tuck-flaps 63f, extending laterally from the side edges of the major non-display part 63, for closing the ends of the rearward box-like compartment of the display when set up, as in the manner of a folding box, and serving thus, also, to support the display in upright position, in lieu of the "push-up" paddles 64e, 64e above described.

Such tuck-flaps may, optionally, extend from the side edges of the major display part 61 and be folded rearwardly (instead of forwardly, as shown) to serve the same purposes. Also, similar tuck-flaps, optionally or additionally, may extend from the side edges of the major display part 65 for closing the forward box-like compartment of the display when set up.

An inherent characteristic of the present embodiment (Figs. 15 to 18), which contributes materially to its effectiveness as an advertising display piece, is its adaptability to interesting illumination and so-called "lighting effects". When strongly lighted from behind, for example, the concealed opening or openings in the rearward planes of the display, caused by removal of the partly cut-out portions, permit the light 66x to pass forward through them to the back surfaces of the more forward planes which then reflect the light backwardly against the faces of the more rearward planes (see Fig. 16), thus indirectly illuminating them (see Fig. 15).

Other interesting light and shadow effects, in this as well as the other embodiments, are to be had by varying the direction and character of the lighting.

Assembly of the display illustrated in Figs. 15 to 18 is effected by first, bending rearwardly the pair of interrupted horizontal scores or creases 62a, 62a,—62b, 62b, and the interrupted horizontal scores or creases 64a, 64a, 64a,—64b, 64b (see Fig. 18) exactly as in the case of the embodiment shown in Figs. 1 to 4, thereby similarly forming the several previously described main component parts of the blank; next, grasping the lower or "first" major display part 61 in one hand and with the other hand folding the rest of the blank first rearwardly at the score or crease line 62a, 62a and then downwardly at the score or crease line 62b, 62b, allowing the short interconnecting non-display part 62 to assume a relatively horizontal position, that is to say, substantially at right angles to the major display part 61 and allowing the major non-display part 63 to assume a position rearwardly of and substantially parallel to the major display part 61; then folding the other or "second" major display part 65 first forwardly upward at the score or crease line 64a, 64a, 64a and then continuing upward at the score or crease line 64b, 64b allowing the longer interconnecting non-display part 64 also to assume a relatively horizontal position substantially parallel to that of the first-named interconnecting non-display part 62, but in contradistinction to the method described for assembling the embodiment shown in Figs. 1 to 4, positioning the said "second" major display part 65 forwardly, not rearwardly, of the aforesaid "first" major display part 61.

In this position, it will be noted that the blank has again been caused to assume a substantially spiral or coiled arrangement and that the two major display parts 61 and 65 lie thus again in substantially parallel planes, the one directly rearwardly of the other and both presenting their respective portions of the printed side of the blank in substantially the same forwardly direction, whereas the aforesaid major non-display part 63 presents, as in the previous embodiments, its portion of the printed side of the blank in the opposite or rearward direction.

To complete assembly of the present illustrated embodiment, it now is necessary to dislodge the "third" or lesser display part 66, from its original partly severed position, at the upper end of the blank, by bending it first rearwardly at its connecting score or crease line 66d, 66d and then forwardly upward at its other score or crease line 66e, 66e, thereby forming the center or third interconnecting non-display part 66a, the partly cut-out representation 65b of the "polar bear" being thus dislodged from its original position in the blank and remaining planarly contiguous to the major display part 65. Insert, now, the upper end 66b' of the said lesser display part 66 into the transverse slit 61d, in the intermediately positioned major display part 61 and pass the same upwardly through the slit 61d until the said upper edge of the part 66 projects through the opening caused by removal of the partly cut-out portion 61b.

Next form the fourth interconnecting non-display part 67, at the lower end of the blank, by bending it forwardly upward at its score or crease line 67a and insert the lower edge of its tab portion 67b downwardly from behind, into the transverse slit 64d at the forward edge of the bottom or second interconnecting non-display part 64.

With the extreme upper and lower ends of the blank thus inserted, proceed by pulling them in opposite directions thereby continuing the inserting movement of the part 66 through the slit 61d and the opening caused by removal of the partly cut out portion 61b until the locking notches 66f, 66f, on the side edges of the part 66 are lodged securely in the slit termini 62c', 62c' in the rearward score or crease line 62b, 62b of

the first or top interconnecting non-display part 62, and until the positioning notches 66c, 66c of the center interconnecting non-display part 66a are lodged in the ends 61d', 61d' of the said slit 61d, and continuing thus also the inserting movement of the aforesaid tab portion 67b into the aforesaid slit 64d until its locking notches 67c, 67c, are lodged securely in the ends of that slit.

Finally, the display being thus completely assembled, its over-all folded size may be materially lessened by reversing the direction of its folding. This may be done while the display is fully assembled simply by expanding it as in the manner of an egg crate and then reverse-recollapsing it, upwardly, as shown for the embodiment illustrated in Fig. 3.

To set up the display illustrated in Figs. 15 to 18, assuming it to be in its preferred, reverse-collapsed, storing or shipping condition, first, pull forwardly downward the foremost panel or plane 65, bearing the upwardly extending representation of the "polar bear" 65b, until the several interconnecting non-display parts 62, 64, 66a and 67 are in substantially horizontal position and the display is thus fully expanded, that is to say with its several planar display parts maximumly spaced from each other, then press into position, upwardly from the bottom, the two supporting "push-up" paddles 64e, or, in the case of the tuck-flaps 63j, insert them as in the manner of their equivalent on a folding box, and stand the display on a counter, table or other suitable place for exhibition.

The embodiment shown in Figs. 19 to 21 illustrates a combination of the essential features of the embodiment shown in Figs. 1 to 4 and of that shown in Figs. 15 to 18, and like parts are designated by like reference characters commencing 70 and correspondingly suffixed. This embodiment incidentally shows the adaptation of the interconnecting non-display part 76a to serve as a shelf for the display of physical merchandise.

In the main, this embodiment conforms substantially to the general arrangement of that shown in Figs. 15 to 18, a principal difference being the relative increase in dimension lengthwise of the major display part 71 and the major non-display part 73, and also the lesser display part 76, relative to the major display part 75, which last named has been greatly reduced.

A further difference in the embodiment of Figs. 19 to 21 lies in the positioning of the above referred to lesser display part 76 substantially midway between the major display part 71 and the major non-display part 73, giving rise thus to a fourth plane. With the fourth plane thus provided, and since the forwardly facing reverse surface of the major non-display part 73 is preferably not printed, the central portion of the major display part 71 is wholly cut out except at its upper end, (see 78a), at which last named point it is scored or creased to be folded back to form first a short interconnecting non-display part 78b and thereafter by a further but reverse folding at the score or crease line 78c—to form the downwardly extending lesser display part 78, which thus overlies and conceals the unprinted reverse side of the said major non-display part 73.

The modification shown in Fig. 20a illustrates the passage of the non-display part 76a through the major display part 71 instead of conversely as in Fig. 20. Fig. 20a also shows the lowermost interconnecting non-display end portion 77 of the blank, folded rearwardly, instead of forwardly as in Fig. 20, and its tongue or tab portion 77b inserted into and projecting rearwardly (instead of forwardly) through the slit or slot 74d which now is made in part coincidental with the score or crease line 74a instead of with the score or crease line 74b as in Figs. 20 and 21.

The embodiment shown in Figs. 22 and 23 corresponds generally to that shown in Figs. 1 to 4 and like reference characters, beginning 81 and correspondingly suffixed, designate like parts thereof.

A distinctive feature of this embodiment is that of the wings 85f foldably connected to and extending laterally from the major display part 85, such wings serving to provide additional space for display matter and to support the display when set up.

The embodiment shown in Figs. 24 and 25 follows, in the main, that shown in Figs. 1 to 4 and like parts are designated by like reference characters beginning 91 and correspondingly suffixed. This embodiment shows, in particular, the use of a convexly edged tab 93k died out of the back, i. e., major non-display part 93 and extending upwardly, when the display is set up, through a slit 96l formed in the lesser display part 96 and serving, thus, to support the weight of the said lesser display part.

Fig. 26 is a modification of Fig. 20, like parts being similarly designated, beginning with the number 101 and correspondingly suffixed. The embodiment represented in the modification shown differs essentially from Fig. 20 by the provision of the shelf portion 106a' formed in the non-display part 106a, such shelf portion having an intermediate transverse crease or fold line 106a'' and its end 106a''' extending through a slit 101d formed in the major display part 101.

The embodiment shown in Figs. 27 to 32, follows generally the arrangement shown in the hereinabove described embodiments, and in particular that of the embodiment shown in Figs. 1 to 4, with the exception that the assembly and set-up in this instance is effected horizontally, instead of vertically, with respect to the length of the blank.

There are, however, several essential differences to be noted between the embodiment shown in Figs. 27 to 32 and all previously described embodiments, as is seen by comparison of the drawings, in which like parts are designated by like reference characters, those in Figs. 27 to 32 beginning 110 and being correspondingly suffixed.

In the horizontally extended blank, Fig. 30, an additional major display part is provided by the upwardly extending panel 119, foldably connected to the now uppermost edge of the major non-display part 113. It is noted that Fig. 30 presents to view the reverse or unprinted side of the blank of the present embodiment, whereas in the case of all other embodiments the obverse or printed side of the respective blank has been shown.

The said upwardly extending panel, 119, Fig. 30, is intended to be folded forwardly downward at its interrupted connecting fold or crease line 119a, 119a, so as to lie flat against the presented reverse side of the major non-display part 113 and thus to present its obverse, i. e., printed or otherwise impressed, face forward, its horizontal free edge 119d being inserted into the slightly arcuate slit 113y to secure it in this position. At 119' is indicated, in phantom, the printed or otherwise impressed design upon the obverse side of this added major display part which, when the blank is assembled, becomes the rearward-

most or, in this instance, the third plane of the resulting display.

As will be noted from Fig. 27 the general configuration of the present embodiment is such as to effect a series of graduated substantially annular faces, decreasing in annular dimension rearwardly from plane to plane, the upper edges 111*x*, 115*x*, 119*x* of the said annular faces forming arches extending above the normal top edges of their respective planes, see Figs. 27 and 28. It will be observed that the edge 119*x*, occuring in the panel 119, is formed by providing midway of the aforesaid interrupted fold or crease line 119*a* an arcuate slit, see 119*x*, disposed so as to form, where the panel 119 is folded downwardly, the said upwardly extending arcuate edge of the panel 119.

At 117*z* and 112*z*, Fig. 30, will be noted two split-tongue-shaped portions extending upwardly from their respective connecting fold or crease lines 117*z*′ and 112*z*′. These split-tongue portions serve to lock the assembled blank in expanded position when the display is set up, as shown in Figs. 27 and 28.

At the respective ends of the top edge of the second or intermediate display part 115 are two notches 115*z*, 115*z*, adapted to cooperate with the aforesaid, foldable split-tongue portions 117*z* 112*z*, to lock the assembled blank into expanded position when the display is set up.

In the blank, Fig. 30, of the present embodiment, it will be noted that the form and function of the foldable subcomponent part 116 has been materially altered from those of the corresponding parts in the previously described embodiments. In this instance it no longer serves as the lesser or third display part of the blank but functions as a locking tongue to assist, in conjunction with the interconnecting non-display part 116*a*, to maintain the assembled blank in expanded position when set up. The said subcomponent part 116 is adapted for insertion downwardly into the transverse slit 119*e* in the added foldably connected third plane display panel 119.

The arrangement and function of the several parts of the blank shown in Fig. 30 are perhaps best further described by describing the manner of assembly and subsequent setting up of the display. With the blank in position as shown in Fig. 30, lying with its face, that is its printed or otherwise impressed side downward, first fold forwardly downward the added third plane display panel 119 at its connecting fold or crease line 119*a*, 119*a*, raising the blank slightly, in so doing, so as to permit the arched edge 119*x* to clear from the body of the blank without injury, and insert the now lower free horizontal edge 119*d* into the slightly arcuate slit 113*y*; next, fold the narrow interconnecting non-display part 115*a*, at the extreme right hand end of the blank, on its fold or crease line 115*f*, similarly raising the blank slightly to permit the free clearance from the blank of the arcuate tab 115*y*. Proceed now by folding the second or intermediate major display part 115 upwardly and toward the left at the next fold or crease line 114*b* and similarly again at the fold or crease line 114*a* until the aforesaid second or intermediate major display part 115 lies flat, face upward, upon the now downwardly folded panel 119.

Here it will be noted that the position of the interrupted connecting fold or crease line 119*a*, 119*a* is somewhat below that of the normal top edges of the other panels of the blank, by reason of the downwardly extending cuts 119*c*, 119*c*, thus affording a measure of economy in the amount of material required to form this third or rearwardmost display part.

With the blank in this position, insert the aforesaid narrow interconnecting non-display part 115*a* under the left hand side edge of the downwardly folded panel 119 far enough to permit the arcuate tab 115*y* to be inserted under the now adjacent opposedly arcuate tab 112*y*, thus locking the said second or intermediate display part 115 into position with the aforesaid fold or crease line 115*f* lying parallelly intermediate the two fold or crease lines 112*a* and 112*b*. Next, fold upwardly and to the right the first or forwardmost display part 111 on the fold or crease line 112 until it overlies the aforesaid previously positioned second or intermediate major display part 115.

With the blank thus folded, it will be found that the interconnecting non-display part 117 at the now remaining free end of the blank overlies the narrow interconnecting non-display part 114 and the assembly of the blank may thus be completed by inserting the arcuate tab 117*y* under the opposedly arcuate tab 114*y* whereupon the entirely assembled blank will be found to lie flat-folded upon itself for shipment in this condition.

To set up the display formed of the thus flat-folded fully assembled blank, expand same to rectangular form as shown in Fig. 29 by exerting the necessary pressure with the hands at either side of the flat-folded blank, that is to say, at the fold or crease line 114*a* and the fold or crease line 112*a*, and press downwardly inward the two split-tongue portions 112*z* and 117*z* at their respective connecting fold or crease lines 112*z*′ and 117*z*′. In so doing it is found that the respective splits 112*z*″ and 117*z*″ of the split-tongue portions directly overlie the top edge of the second or intermediate display part 115 and that by reason of the notches 115*z*, 115*z*, previously described, the said split-tongue portions may be forced down between the upper edge portions of the display parts as shown in Figs. 27 and 28, thereby locking the display in its desired rectangularly expanded position. Such locking or expanded securement of the display is further effected and completed by folding rearwardly downward the interconnecting non-display part 116*a* at the fold or crease line 116*d*, and similarly the sub-component part 116 at the fold or crease line 116*e*, and inserting the arcuate edge of the said subcomponent part 116 into the transverse slit 119*e* in the rearwardmost display panel 119. Thus the shoulders 116*c*, 116*c*, of the interconnecting non-display part 116*a* will be caused to lie against the forward face of the intermediate display part 115, see Fig. 29, and the remainder of the said interconnecting non-display part will project through the opening 115*c* in the intermediate display part 116*a* thus further serving to lock the display in the desired expanded position.

In Figs. 27*a* and 29*a* the embodiment shown in Figs. 27, 28, and 29 is illustrated as packed with merchandise. At 111*o* is indicated a slight modification in the form of a "window" in a lower portion of the face or foremost major display part 111, through which are partly visible two units of the merchandise packed in the display. By the arrangement indicated, the specifically illustrated display accommodates one dozen units of merchandise and the merchandise itself serves as "packing" for the display, which may thus be shipped not only fully assembled but also fully set up.

Obviously, by the simple addition of foldable portions at both top and bottom of the display, the merchandise would be completely enclosed in a self compartmented box.

Upon a merchant's receipt of a container-display thus constructed and packed, the merchandise would be removed and the display exhibited for advertising purposes, possibly with one unit of the merchandise rearranged within the display so as to be fully visible through the aforesaid "window" 111*o*.

In Figs. 30 and 31 is illustrated a further modification of the embodiment shown in Figs. 27 and 28 and 29 in which platforms at either end of the display may be formed by die-cutting appropriate parts 112*x*, 113*x*, and 113*x*' at one end, and similarly at the opposite end, from the indicated juxtaposed portions of the blank as illustrated. The tab 113*x*'' is provided, as an extension of 113*x*', for insertion in a slot 115*s* in the interconnecting non-display part 115*a*, to lock the thus created platform top into position.

As has hereinabove been stated, while the several specific embodiments of my invention herein illustrated and described are formed, preferably, of integral single-piece blanks, obviously any one or all of them, as well as other apparent modifications, may, if desired, be formed of two or more pieces, suitably attached, interlocked and assembled, without departing from the general scope of my invention as here set forth, and all such further modifications and embodiments are hereby fully contemplated and included.

I claim:

1. A display or the like comprising a plurality of substantially planarly parallel display parts formed of a blank arranged in substantially spiral formation, one of said display parts disposed more forwardly toward the observer being provided with an opening to afford visibility therethrough of the face or faces of a more rearwardly disposed part.

2. In a display or the like a blank comprising a plurality of spirally related substantially planarly parallel display parts integrally connected to one another, one of said display parts disposed more forwardly toward the observer being provided with an opening to afford visibility therethrough of the face or faces of a more rearwardly disposed part.

3. In a display or the like a blank comprising plurality of spirally related substantially planarly vertically parallel complementary display parts integrally connected to one another, one of said display parts disposed more forwardly toward the observer being provided with an opening to afford visibility therethrough of the face or faces of a more rearwardly disposed part.

4. In a device of the character described a blank comprising component parts related to one another in generally spiral formation, one of said display parts disposed more forwardly toward the observer being provided with an opening, said device when in set-up position to present complementary portions of the component parts visible through such opening.

5. In a device of the character described a blank comprising component parts related to one another in generally spiral formation, one of said display parts disposed more forwardly toward the observer being provided with an opening, said device when in set-up position to present complementary portions of the component parts in multiplanar relation visible through such opening.

6. In a device of the character described a blank comprising component parts integrally related to one another in generally spiral formation, one of said display parts disposed more forwardly toward the observer being provided with an opening, said device when in set-up position to present complementary portions of the component parts visible through such opening.

7. In a display or the like a blank comprising complementary component substantially planarly paralliel parts arranged in generally spiral relation to one another, the forward part being provided with an opening, the complementary component parts being visible through such opening from a direction normal to the plane of the foremost component part.

8. In a display or the like a blank comprising two planarly parallel complementary display parts arranged in generally spiral relation to one another, the forward part being provided with an opening, the rearward display part being visible through such opening beyond the forward display part, to afford three dimensional pictorial composition.

9. In a display or the like a blank comprising two planarly parallel complementary display parts arranged in generally spiral relation to one another, the forward part being provided with an all-closed-sided opening, the forward display part being provided with an opening through which the rearward display part is visible through such all-closed-sided opening, to afford three dimensional pictorial composition.

10. In a display or the like a blank comprising two planarly parallel complementary display parts arranged in generally spiral relation to one another, the forward display part being of reduced dimension relative to the dimension of the rearwardly display part, a cut-out representation secured to said forward display part and disposed in the line of visibility of the face of the rearward display part, to afford three dimensional pictorial composition of such representation.

11. In a three dimensional display, a blank bearing display matter, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening.

12. In a three dimensional display, a blank bearing display matter on one side only, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening.

13. In a three dimensional display, a blank bearing display matter, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded to assume a plane transverse to the plane of the said component part, another portion of said component part also bearing some of the display

matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening.

14. In a three dimensional display, a blank bearing display matter, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening, and the said other portion of the first named component part is positioned rearwardly of the first and second named component parts of the blank.

15. In a three dimensional display, a blank bearing display matter on one side only, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening and the said other portion of the first named component part is positioned rearwardly of the first and second component parts of the blank.

16. In a three dimensional display, a blank bearing display matter, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded to assume a plane transverse to the plane of the component part, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening and the said other portion of the first named component part is positioned rearwardly of the first and second named component parts of the blank.

17. In a three dimensional display, a blank bearing display matter, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening, the display matter of the second named component part being interposed between that of the first named component part and that of the said other portion thereof.

18. In a three dimensional display, a blank bearing display matter on one side only, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening, the display matter of the second named component part being interposed between that of the first named component part and that of the said other portion thereof.

19. In a three dimensional display, a blank bearing display matter, a component part of the blank bearing some of the display matter, said component part being partially severed and embodying a sub-portion arranged to be folded to assume a plane transverse to the plane of the component part, another portion of said component part also bearing some of the display matter, a second component part of the blank bearing more of the display matter and being provided with an opening through which said other portion of the first named component part is passed to position said sub-portion within the said opening, the display matter of the second named component part being interposed between that of the first named component part and that of the said other portion thereof.

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