Dec. 6, 1932. J. B. HINSON 1,890,258

ADVERTISING OR DISPLAY DEVICE

Filed Feb. 7, 1930

Fig. 1.

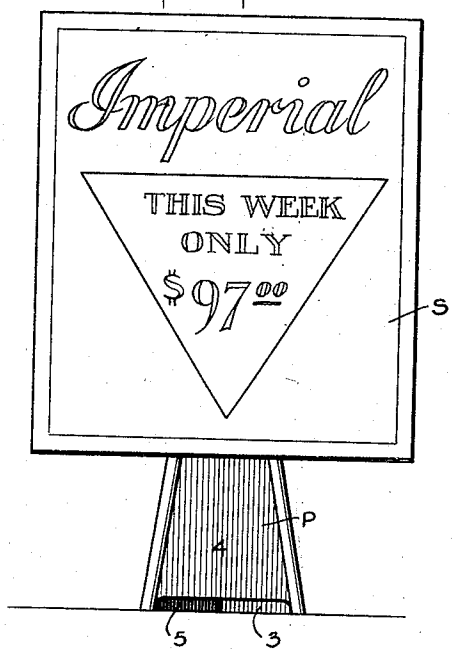



Fig. 2.

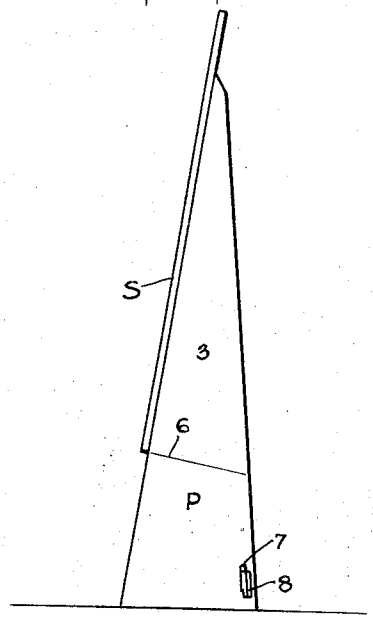



Fig. 3.

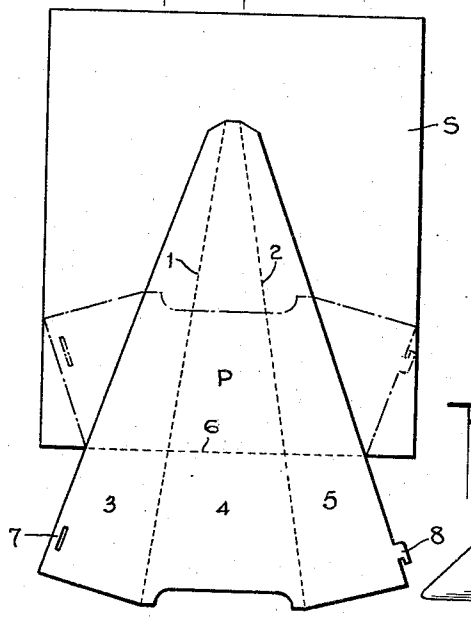
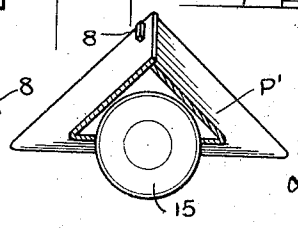



Fig. 4.




Fig. 5.




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# UNITED STATES PATENT OFFICE

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## ADVERTISING OR DISPLAY DEVICE

Application filed February 7, 1930. Serial No. 426,534.

This invention relates to an advertising or display device and particularly to a pedestal or support for a sign. The pedestal and the sign are so supported as to co-operate with the article itself in a manner to enable the article and the sign to be displayed so that either one will not obstruct the view of the other one.

It is still another object to make such a device in a manner so that it may be folded into a flat package to be conveniently and readily transported either singly or in bulk, but of such design that it may be readily unfolded, opened up and certain parts secured together to form a firm and substantial display device or card advertisement adapted to be placed in a show case, show window or store.

In one particular embodiment of my invention, it is an object to produce a device comprising a sign portion, a pedestal portion, and also means for receiving the article to be advertised in co-operative relationship with the advertising display device itself.

It is still a further object to produce all these desirable results with a device made of cardboard, strawboard, or like material so that it may be manufactured at a minimum cost.

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

Fig. 2 is a side elevation of the display device.

Fig. 3 is a rear elevation of the display device illustrating the pedestal in its unfolded position, and illustrating in dot—dash lines, the lower portion of the pedestal folded up within the marginal edges of the sign portion.

Fig. 4 illustrates a front elevation of another embodiment of my invention.

Fig. 5 is a section through 5—5 of Fig. 4.

In general, the display device consists of a sign portion S, supported upon a pedestal P. The sign portion consists of a square or rectangular piece of cardboard, or similar material, upon which the display information may be readily and artistically indicated. The pedestal portion P which is adapted to support the sign portion S consists of a substantially triangular blank, which is best illustrated in Fig. 3, adapted to be folded along dotted lines 1 and 2 to divide the blank into three substantially triangular segments 3, 4 and 5, combine to form a polygonal pyramid, and accordingly substantially closed on all sides. The blank is also adapted to be folded along the line 6 which may conveniently coincide with the lower edge of the sign portion S, to bring the lower part of the pedestal P upwardly so that it may be folded down on the back of the sign portion S, and fall within the marginal bounds thereof, as indicated by the dot—dash lines.

In order to set the display device in a position where it may stand upright, it is first necessary to fold down the lower portion shown in Fig. 3, and then fold the portions 3 and 5 backwardly along 1 and 2 respectively until the edges thereof meet behind the portion 4. The outer edges of portions 3 and 5 may be secured together by means of a slot and hook 7 and 8.

The sign portion S is adapted to be secured to the part of central portion 4 of the blank which is disposed above line 6. This may be accomplished by pasting the two parts together. The result is a display device which is relatively staple, and the sign portion of which is elevated sufficiently so that the article advertised may be placed immediately in front of the sign without obstructing the view thereof.

In Figs. 4 and 5, I have illustrated a modification of my invention which is similar to the preferred embodiment illustrated in Figs. 1 to 3. It comprises a sign portion S′ and a triangular pedestal portion P′, similar to S and P respectively, except that the pedestal portion P′ has an aperture cut in the lower part of the face 4′, of such size and configuration as to accommodate a specimen of the article advertised.

In the figure, I have seen fit to illustrate the article as a can of food, shown at 15 and adapted to fit within the rectangular aperture 16, cut into the central portion 4′ of the triangular pedestal P′, at the lower edge thereof so that the article may rest upon the floor of the show window or show case, and at the same time be recessed within the ped-

estal P'. The arrangement of the article itself in co-operative relation with the pedestal in this manner, not only produces a more attractive display wherein the article and the sign are closely and unmistakably identified with each other, but this arrangement has a marked advantage inasmuch as the article, when recessed within the pedestal adds stability and rigidity to the display device as a whole.

Whereas I have described my invention by reference to specific forms thereof, it will be understood that many changes and modifications may be made without departing from the spirit of the invention.

I claim:

A sign comprising a sign portion and a pedestal portion fixed to said sign portion and arranged to support the sign portion, so that the bottom thereof is above the surface upon which the pedestal portion rests, said pedestal portion comprising a plurality of longitudinally extending segments integral with one another and arranged to fold relative to each other to form a substantially closed three dimensioned body, the portion extending outside the marginal limitations of said sign and adapted to fold back within said limitations.

In testimony whereof I have signed this specification this 31st day of January, 1930.

JAY B. HINSON.