Oct. 19, 1943. H. HIRSCHHORN 2,332,078

DISPLAY DEVICE

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FIG. 1.

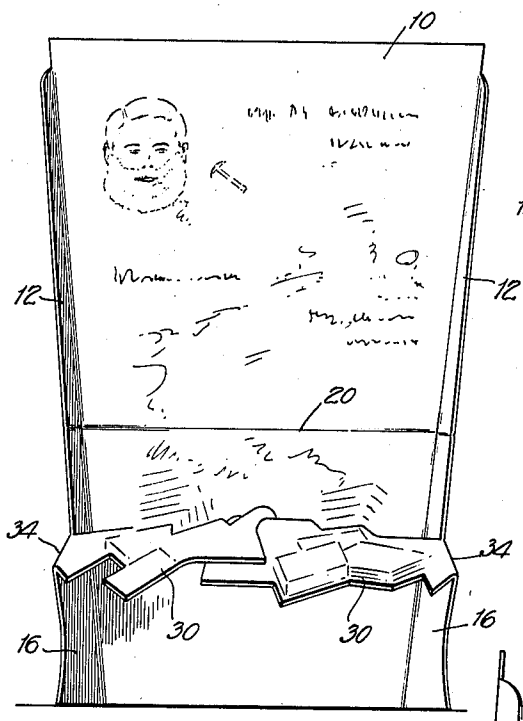


FIG. 2.

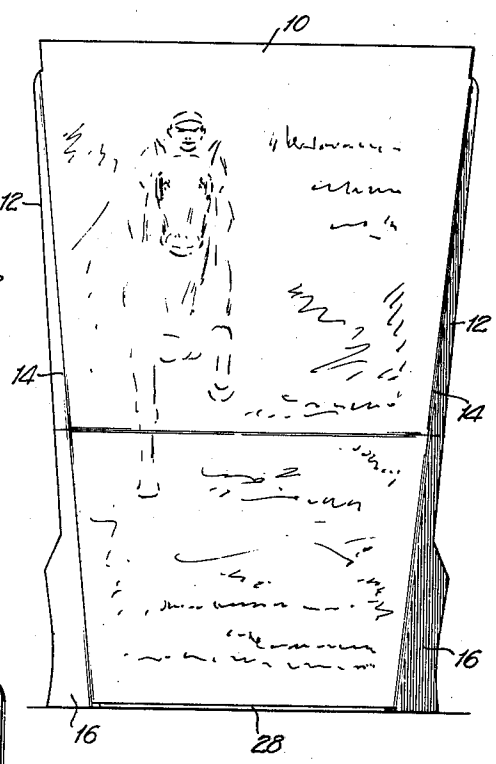
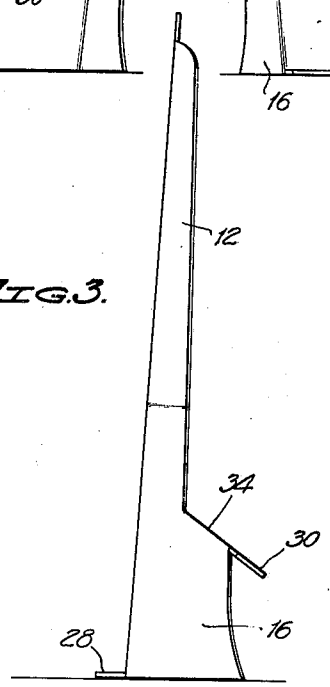


FIG. 3.



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FIG. 4.

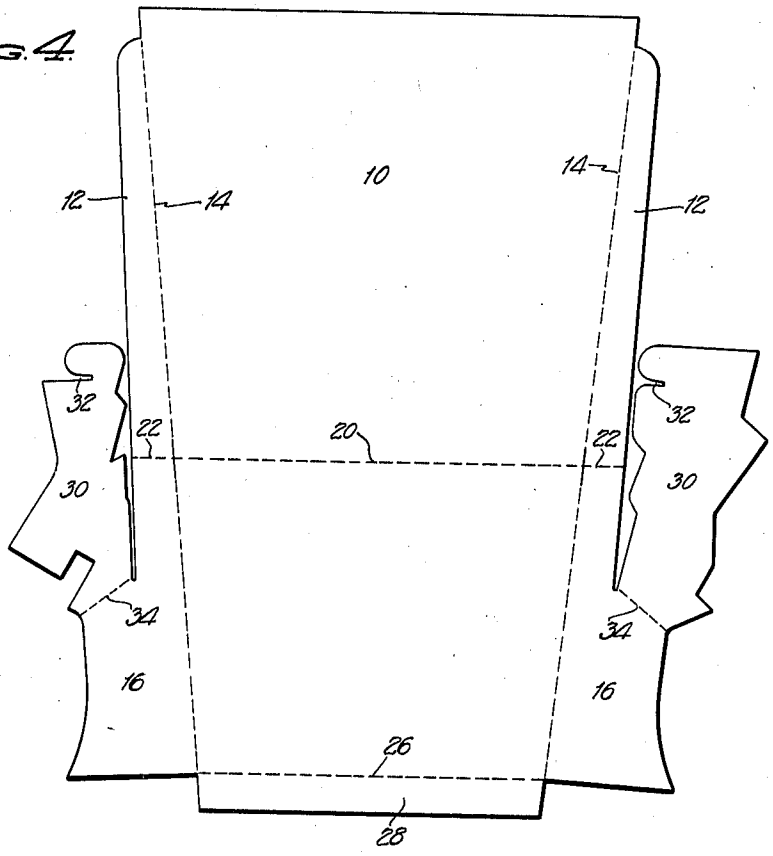
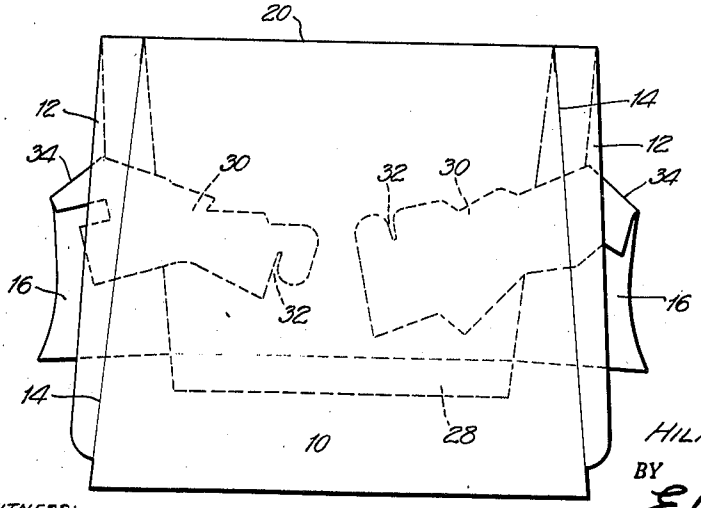


FIG. 5.



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DISPLAY DEVICE

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Application February 19, 1942, Serial No. 431,490

1 Claim. (Cl. 40—124.1)

This invention relates to new and useful display devices.

It is the object of the invention to produce a novel display which may be economically manufactured, which is simple in operation and which may when desired, be employed as a double display, thus embodying two display copies in a single device.

A feature of the invention resides in a novel arrangement and construction of supporting means which permits of the entire structure being formed from a single piece or blank of material with a minimum weakening of the finished device.

Another feature of the invention resides in a novel form of lock for the supporting means which lock, although it extends across one of the display copy bearing faces or areas of the device, is so constructed and arranged as to form together with the main display copy of the device, a complete composite display.

This aforementioned feature, I consider important in the art since it permits of disguising the lock of the supporting means rather than hiding it behind the main display as is the common practice and permits of use of both faces of the main display for display copy purposes.

Other features of the invention will become apparent as the nature of the invention is better understood and reference will now be had to the accompanying drawings and the following specification and claim.

In the drawings,

Figure 1 is a view in front elevation of a display constructed in accordance with the present invention, the same being illustrated in its set up or display position,

Figure 2 is a similar view thereof in rear elevation,

Figure 3 is a similar view thereof in side elevation,

Figure 4 is a plan view of the blank from which the display is formed, the view also illustrating the manner in which the blank is scored and cut, and

Figure 5 is a view illustrating the display in its knocked down or folded form.

Referring to the drawings and more particularly to Figure 1, the device comprises a main display panel 10 which may be of any desired shape or form. At each side of this main display panel 10, there is a flange 12 which is hingedly connected to the panel by means of a reverse score line 14 which also forms the defining line between each flange and the panel.

The flanges 12 preferably extend to the lower edge of the display panel and are wide enough at their lower portions as indicated by the reference numeral 16 to provide suitable supporting means for retaining the display panel in upright display position when the flanges are moved about their hinged connections with the display, to positions in angular relation to the plane thereof.

The display panel is provided between its ends with a transversely extending reverse score designated by the reference character 20, and the side flanges 12 are also reverse scored as at 22 at points in line with the ends of the score line 20.

This construction permits of folding of the display panel upon itself when the side flanges 12 are moved about their hinged connections to positions in the same plane as that of the display panel as illustrated in Figure 5 of the drawings.

The display panel may also be front scored as at 26 to provide a panel 28 which may be hinged about said score line to position to form a rest at the lower end of the display panel.

From the foregoing, it will be apparent that in addition to the side flanges forming the means by which the display panel is supported in display position when they are disposed in angular relation to the plane of the display panel, in such positions, they prevent folding of the display panel upon the score line 20 and also provide rigidity in the display panel.

Means is provided to retain the side flanges 12 in their angular relation relative to the plane of the display panel, this means being herein illustrated as a so-called lock.

The lock aforementioned consists of two interlocking members 30, which are preferably projecting one from each side flange 12. Each side flange is scored upon its reverse side as at 34 to provide hinged connections between the members 30 and their respective side flanges. Each of the members 30 is provided with a slot 32 which slots form the means for connecting the members 30 together to form the lock which retains the side flanges 12 in positions at an angle to the plane of the display panel to support the same in upright display position in the manner heretofore stated.

By reference to Figure 1, of the drawings, it will be noted that, contrary to common practice, the lock extends across the display face of the display panel 10, preferably slightly spaced therefrom. It will also be noted by reference to Figure 1 that the members 30 are of irregular marginal contour or shape as distinguished from the more common form of lock in which the side

edges of the interlocking members are straight and any particular form thereof is immaterial.

In the present instance however, the lock, as heretofore stated, extends across the face of the display panel and by decoration in the form of display copy and by suitably shaping the members which form the lock, the same may be blended into the display copy of the display panel, and together therewith, form a complete composite display of which the lock forms a part.

By including the lock in the display copy, effects may be obtained in which the lock is completely disguised and does not, therefore, contribute an unsightly appearance to the display.

This feature of the invention I also consider important since it permits of the use of both faces of the display panel for purposes of display copy.

For example, as so far described, that face of the display panel across which the lock extends has been described as the front face of the device.

By reference to Figure 2, however, it will be apparent that the rear face of the display panel may also bear advertising copy which may be exposed to view merely by a reversal of the entire display from that position in which it is shown in Figure 1, to the position illustrated in Figure 2.

Further, by the construction illustrated, reversal of the lock to the herein designated rear side of the display panel becomes unnecessary, thus requiring but two score lines such as 14.

Since the members 30 which form the lock enter into the display, it is to be understood that their specific shapes may be varied without departing from the spirit of the invention.

Having thus described the invention, what I claim to be new is:

A reversible display comprising a blank of foldable material, score lines dividing the blank into a main body portion and two side flanges which are foldable upon said score lines into positions in angular relation to the plane of the display panel to support the same in upright display position, display copy carried by both faces of the main body portion and the side flanges, and a lock for retaining the side flanges in their main body supporting position, said lock comprising interlocking extensions hingedly connected to the side flanges at points intermediate of their ends, said interlocking extensions extending across and overlying a portion of one of the faces of the main body portion and bearing upon their exposed faces, display copy which forms together with one of the display copies of the main body portion, a complete composite display.

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