Dec. 27, 1932. J. A. TAYLOR 1,892,194

ADVERTISING DEVICE

Filed Sept. 15, 1931

Fig. 1.

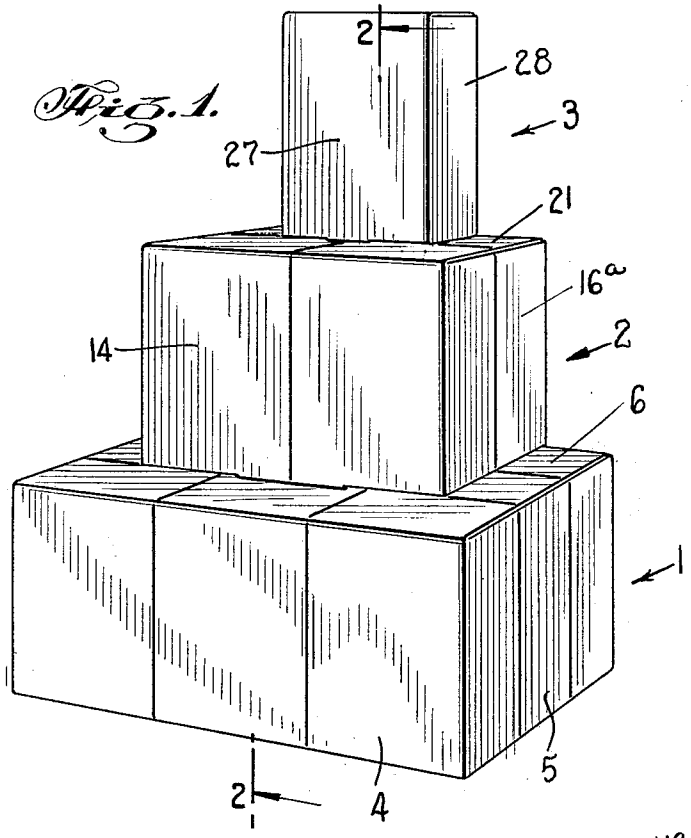


Fig. 2.

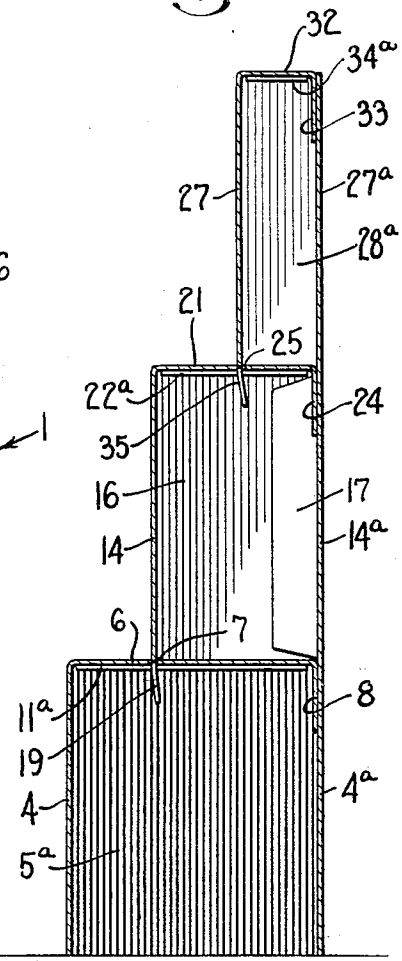
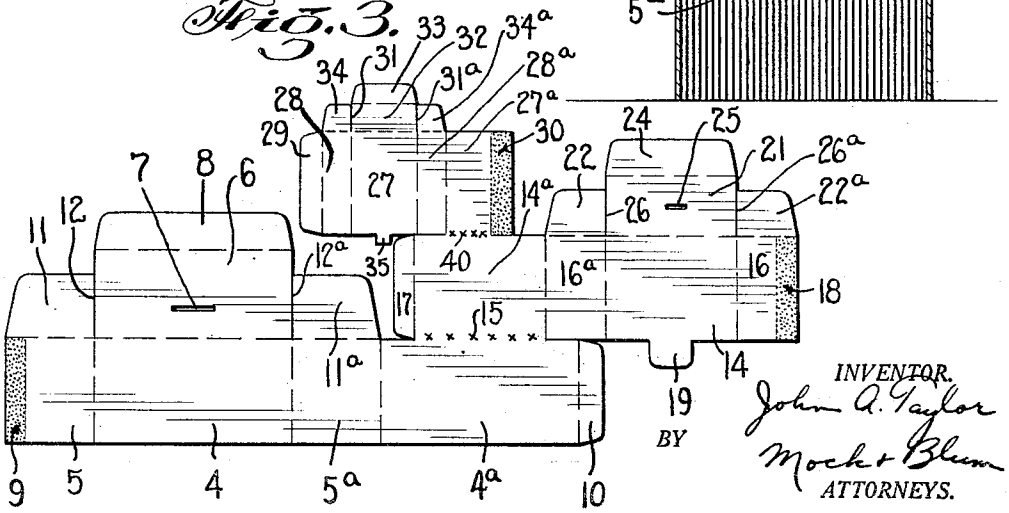


Fig. 3.



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UNITED STATES PATENT OFFICE

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ADVERTISING DEVICE

Application filed September 15, 1931. Serial No. 562,858.

My invention relates to a new and improved advertising device.

One of the objects of my invention is to provide an improved advertising device which can be made of a blank of cardboard or other suitable material which can be bent and cut and which can be assembled so as to present a superior ornamental appearance.

Another object of my invention is to provide an advertising display device which can be made from a flat sheet of material such as cardboard and the like, and which can be assembled so as to simulate a plurality of superposed figures which may be of any desired contour. In the instant case, said figures have rectangular cross-sections, but I do not wish to be limited to any particular style or appearance of figure.

Another object of my invention is to provide a device of this type consisting of a plurality of superposed parts which are held together.

Another object of my invention is to provide a device of this type which can be shipped in a flat or partially assembled condition.

Another object of my invention is to provide a device of this type which can be assembled at the factory and be shipped in compact condition due to the fact that the parts of the device can be moved relative to each other.

Fig. 1 is a perspective view.

Fig. 2 is a sectional view on the line 2—2 of Fig. 1.

Fig. 3 is a plan view of the blank from which the device is made.

The device comprises a plurality of superposed sections 1, 2 and 3, any number of which may be present in the device.

The bottom section 1 comprises relatively wide front walls 4 and 4*a* and relatively narrow side walls 5 and 5*a*. The blank shown in Fig. 3 is scored along the broken lines indicated therein.

The rear wall 4*a* is provided with a flap 10, and the side wall 5 is provided with an area 9 covered with a suitable adhesive, so that the flap 10 is connected to said side wall 5. The side walls 5 and 5*a* are provided with top flaps 11 and 11*a*, and the front wall 4 is connected to a top 6 having a slit 7 and an opening 8.

In assembling the device, the flap 10 is glued to the side wall 5, the flaps 11 and 11*a* are bent horizontally, the top 6 is bent over the flaps 11 and 11*a* and the flap 8 is then bent vertically so that it abuts the rear wall 4*a*.

The blank is cut along the lines 12 and 12*a*, in order to permit the flaps 11 and 11*a* to be bent in the manner previously specified. The section 2 comprises relatively wide front and rear walls 14 and 14*a* and relatively narrow side walls 16 and 16*a*. The wall 14*a* is provided with a flap 17, and this corresponds to an area 18 on the side wall 16, this area 18 being covered with suitable adhesive. The line 15 indicates the line of separation between the walls 4*a* and 14*a*. The blank may be scored and bent along the line 15 or said line 15 may be unscored. By scoring the blank along the line 15, it is possible to bend the section 2 away from the section 1, after the device has been assembled. The sections 1 and 2 are preferably of equal height, and the width of section 2 is preferably two-thirds of the width of section 1 as indicated by the lines in Fig. 1.

The front wall 14 has a top 21 connected thereto and this top is provided with a slit 25 and a top flap 24. The side walls 16 and 16*a* are also provided with flaps 22 and 22*a*, the blank being cut along the lines 26 and 26*a* so that the flaps 22 can be laterally and horizontally bent, the top 21 can be bent to horizontal position over said flaps 22 and 22*a*, and the flap 24 can be bent vertically so that the assembly of the sections 1 and 2 is identical.

The front wall 14 of the second section is also provided with a tab 19 which can enter the slit 7, in order to detachably assemble the sections 1 and 2. The tab 19 can be bent to a substantially horizontal position, if desired.

The top section 1 comprises relatively wide front and rear walls 27 and 27*a* and relatively narrow side walls 28 and 28*a*. The construction of the top section is the same as that previously specified. For example, the side wall 28 has a flap 29 which can be connected to the adhesive 30 which is provided on the rear wall 27*a*. The front wall 27 is provided with a top 32 having a top flap 33, and the side walls 28 and 28*a* are provided with top flaps 34 and 34*a*. The blank is cut along the lines 31 and 31*a*, in order to permit the assembly previously specified. The front wall 27 is provided with a tab 35 which can enter the slit 25 of the top member 21.

The blank can be scored along the line 40, or the line 40 can merely indicate the imaginary line of separation between the wall members 14*a* and 27*a*.

The invention may be varied in various ways. For example, while I have shown the three sections having equal heights, these heights may be varied. Likewise, the sections 1, 2 and 3 can have any desired shape or cross-section. Likewise, the parts may be connected by detachable flaps or fastening means, instead of using the adhesive previously mentioned.

It is not necessary to provide a top member for the top section, but it is preferable to utilize such a top member, in order to finish the device. When the device has been assembled, as shown in Figs. 1 and 2, it is possible to raise the cover 32 so that it clears the top section. It is then possible to release the tabs 19 and 35 from their respective sections and to then collapse the device to the flat condition.

I have shown a preferred embodiment of my invention, but it is clear that numerous changes and omissions can be made without departing from its spirit.

I claim:

1. An advertising device comprising a series of connected and superposed sections, each said section having front walls, each section below the top section also having a top wall, each section above the lower section having a vertical wall provided with means which enter and which are adapted to engage the top wall of the preceding lower section, said device being made of a single sheet of cardboard cut and scored in order to provide the parts of said device.

2. An advertising device made of a single sheet of material, said device comprising a plurality of connected and superposed sections, said sheet of material being scored and cut in order to provide vertical walls and a top wall for the lower section, the top wall of the lower section having a slit formed therein, said sheet of cardboard being also cut and scored in order to provide vertical walls for the second section, said second section being located above the lower section, one of the vertical walls of the second section being integral with a vertical wall of the lower section, another vertical wall of the second section having a tab adapted to enter the slit in the top wall of the lower section.

In testimony whereof I affix my signature.

JOHN A. TAYLOR.