June 12, 1923. 1,458,170

A. DIETSCHE, JR

DISPLAY DEVICE

Filed March 7, 1922

Fig. 1.

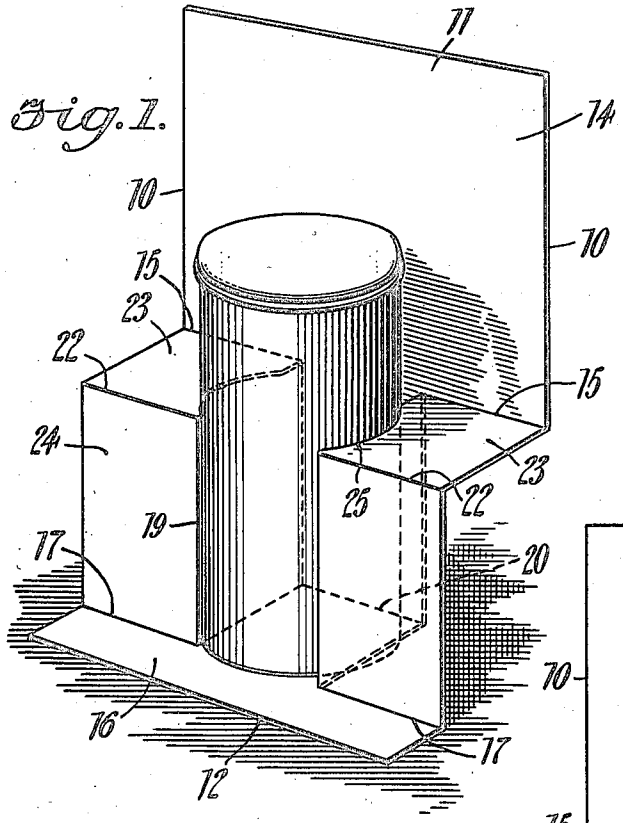


Fig. 2.

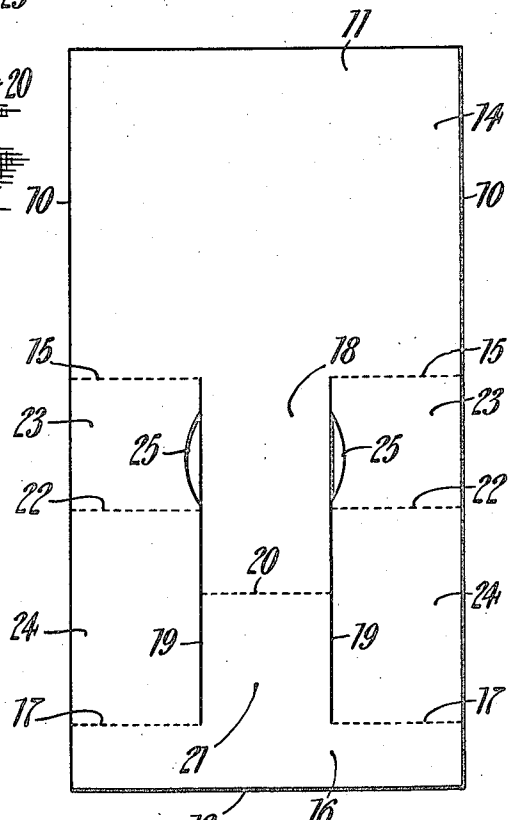
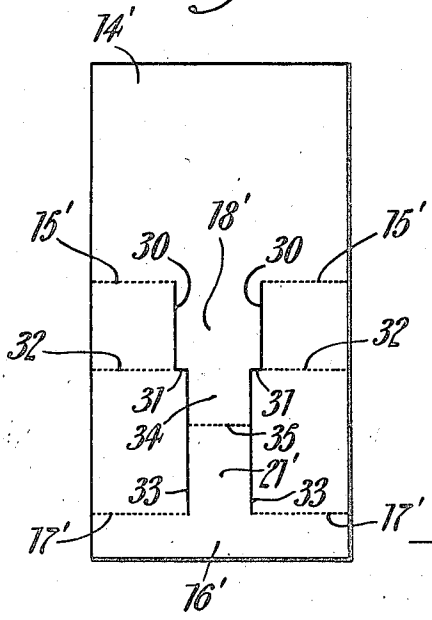


Fig. 3.



Inventor,
Adolph Dietsche Jr.;
By Wilson M. Stone
his Attorney.

Patented June 12, 1923. 1,458,170

UNITED STATES PATENT OFFICE.

ADOLPH DIETSCHE, JR., OF NEW YORK, N. Y., ASSIGNOR TO AMERICAN LITHOGRAPHIC COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

DISPLAY DEVICE.

Application filed March 7, 1922. Serial No. 541,852.

To all whom it may concern:

Be it known that I, ADOLPH DIETSCHE, Junior, a citizen of the United States, and a resident of New York, borough of Queens, in the county of Queens and State of New York, have invented certain new and useful Improvements in Display Devices, of which the following is a specification.

This invention relates to display devices such as are adapted for use in connection with an upstanding article or container, particularly of regular cross section, and has as its object to provide a unitary structure of sheet material so slit and bent as to engage and be firmly supported by said article.

Another object is in the provision of display devices that can be produced at a single operation without waste of material, capable of being closely packed when in blank form and, when applied, to present upright surfaces in different planes adapted to bear attractive illustrations and embellishments relating to the articles in the containers on which they are mounted.

These several objects are secured by the novel construction and disposition of parts, preferably formed from a single blank in the manner hereinafter described, and shown in the accompanying drawing relating thereto, in which:—

Figure 1 is a perspective front view of an embodiment of the invention, illustrating its application to a cylindrical container. Fig. 2 is a plan view of the blank prior to bending into the form shown in Fig. 1. Fig. 3 is a similar view showing a modified form of blank drawn to a smaller scale. Fig. 1 is to a scale slightly larger than that of Fig. 2, and Fig. 3 is to a scale about two-thirds that of Fig. 2.

Although the outline of the blank is here shown as that of an elongated rectangle, having sides 10 and top and bottom 11 and 12, respectively, it is to be understood that the edges may be fancifully formed if preferred, the blank being of such size and proportions as are compatible with the container, and it is also to be noted that the sheet from which the blank is produced may be of any material capable of being sheared, cut and bent as described.

Included in the confines of the blank is main upright member 14 extending the full width thereof and from upper end 11 to articulating creases 15. Transversely of the blank and at the bottom is a similar, base member, 16, of lesser height, reaching from edge 12 to articulating creases 17. A downreaching leg, 18, extends centrally of the blank, from the inner ends of creases 15 to creases 17, said leg being separated along its parallel sides by shear cuts 19 and having transverse articulating crease 20, the lower portion 21 of said leg being in effect a rearwardly reaching foot of base 16. The opposite portions lying between cuts 19 and sides 10, and bounded at top and bottom by creases 15 and 17, respectively, have each a transverse articulating crease 22, dividing upper or table element 23 from panel element 24, and it is to be seen that all of the several creases are parallel. Arcuate cut-outs 25 are formed in panels 23, their radii being taken on the center of the blank and their combined length equalling the diameter of the container, as indicated in Fig. 1.

In erecting the display device on the container, the blank is bent at right angles on lines 15, table portions 23 extending horizontally to the front, as also does base 16 when bent on lines 17, panels 24 and member 14 being vertical. Simultaneously the central element is bent on line 20 producing leg 18 and foot 21. The device is now ready to receive the container, which is entered through the opening bounded by cuts 25 and rests mainly on foot 21, a small portion of its periphery being on base 16. If the several bending creases have been properly located, edges 19 will make intimate contact with the front surface of the container, which at the same time makes full length contact with rear member 14 and leg 18, a condition clearly shown in Fig. 1.

In the modification shown in Fig. 3, the same general characteristics are maintained, the blank being merely changed to accommodate a container of rectangular cross section in place of one of cylindrical cross section. In order to accomplish this result leg 18′ is bounded on its sides by cuts 30 extending to inreaching shoulders 31, in register with crease lines 32, the length of cuts 30 and their distance apart being made equal to the cross sectional dimensions of the container to be used in connection with the display device. Other parallel cuts 33 extend from the inner end of shoulders 31 to crease lines

17′, forming foot 21′, and leg extension 34 of leg 18′ demarked by bending crease 35. The erection of this type of display device is so simple as to readily suggest itself in view of the foregoing explanation.

It will thus be seen that a neat appearing and substantial display device is herein disclosed which, when engaged with a container, is firmly held in operative position.

I claim:

1. In a display device of sheet material adapted for use in displaying an upstanding article, the combination of a rear upright member and a base member, said rear member having a mid-down-reaching leg articulated to a foot rear-reaching from said base member, opposite tables articulated to and forwardly reaching from said rear member on each side of said rear member leg respectively, and opposite panels articulated to and upstanding from said base member on each side of said base member foot respectively, the upper ends of said panels being articulated to the forward ends of said tables respectively, said device being adapted for folding into flat form when not in use.

2. In a display device formed unitary from sheet material adapted for use in displaying an upstanding article, the combination of a body portion and a base portion, two approximately vertical, spaced apart slits extending from said body portion to said base portion, scored folding lines extending transversely outwardly from the upper ends respectively of said slits at the base of said body portion, similar scored folding lines extending transversely outwardly from the lower ends respectively of said slits adjacent said base portion, intermediate scored folding lines extending transversely outwardly from said slits respectively between the recited upper and lower folding lines, and a transverse scored folding line connecting said slits.

In witness whereof, I hereby affix my signature this 3rd day of March, 1922.

ADOLPH DIETSCHE, Jr.