Oct. 9, 1923. 1,470,218

A. DIETSCHE, JR

DISPLAY DEVICE

Filed March 17, 1922

Fig. 1.

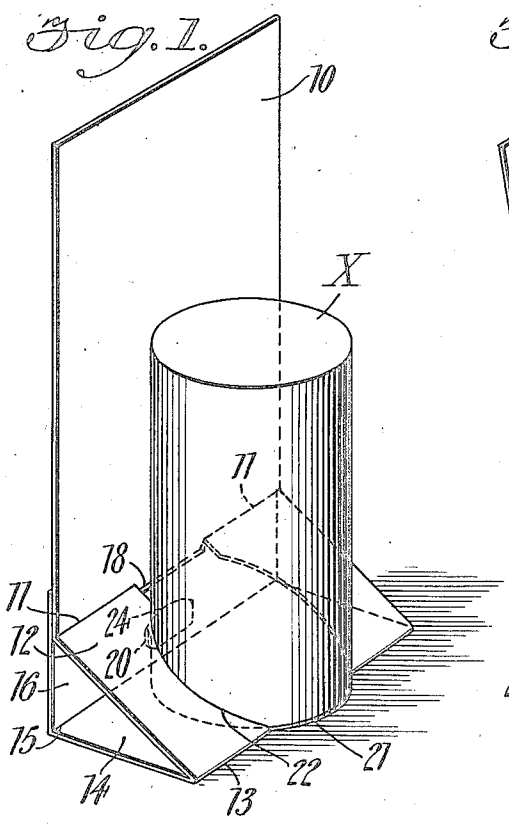


Fig. 2.

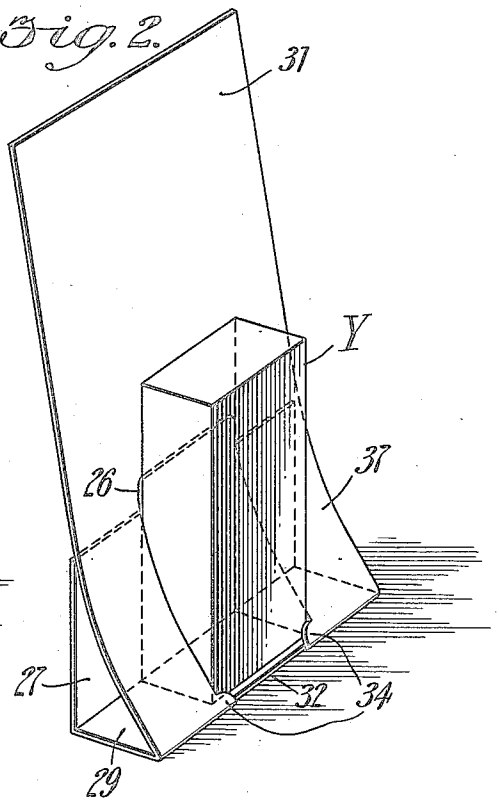


Fig. 3.

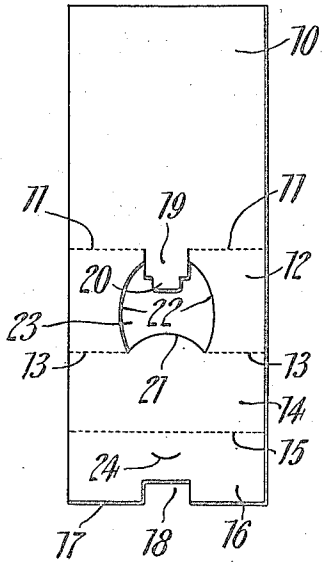
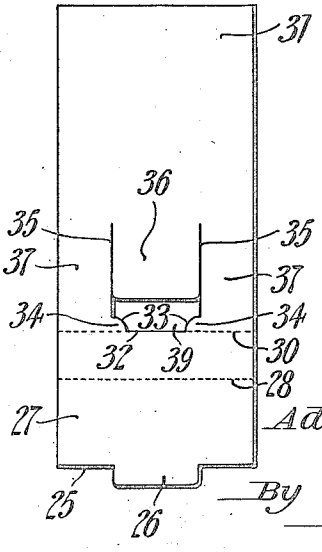


Fig. 4.



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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 17, 1922. Serial No. 544,423.

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 of the class adapted for use in connection with containers, whereby the latter are held in an upright position and the devices themselves maintained essentially erect so that any inscriptions, illustrations and the like, borne thereon, can be readily seen.

The principal object of the invention is to produce a display device of the foregoing type from a single piece of sheet material, by common processes of shearing and bending, to form elements directly engaging the container, together with integral interlocking elements for stabilizing the structure, without extraneous or adhesive fastenings of any kind.

Another object is to provide a display device which, prior to erection or in a "knocked-down," flat condition, can be compactly arranged in small compass without waste of space.

These objects are attained by the novel design and construction of the invention as hereinafter described, and as shown in the accompanying drawing, in which:—

Figure 1 is a perspective front view showing an embodiment of the device as used in connection with a cylindrical container. Fig. 2 is a similar view of the display device, modified to suit a container of rectangular cross section. Fig. 3 is a plan view of the flat blank from which the device shown in Fig. 1 is erected. Fig. 4 is a like view of the blank from which the modified device illustrated in Fig. 2 is erected. Figs. 1 and 2 are to one scale, and Figs. 3 and 4 are to another and smaller scale.

While the essential characteristics of the devices shown in Figs. 1 and 2 are substantially similar, varying mainly in the profile of the interior incisions and cutouts, each will be treated separately in order that the construction may be clearly understood. Obviously any flat sheet material capable of being die cut, creased and bent, may be used and it will be apparent that the size and proportions of the blank may be varied at will in suitable conformity with the containers to which they are to be applied. Although the blanks are shown as generally rectangular, the outlines of the lateral and top edges may be fancifully formed at the option of the maker.

Referring now particularly to Figs. 1 and 3, the blank comprises main panel 10 partially articulated by crease lines 13, with base member 14 having its lower edge articulated by bending crease 15 with rear panel 16. Also said panel 10 may have bending creases 11 extending outwardly from approximately the upper ends of side edges 22 of opening 23, thus forming portions 12. All of the several crease lines referred to are preferably parallel transversely of the blank. Bottom edge 17 of the blank may have shallow central rectangular recess 18 extending into it. A sheared tongue 19 extends centrally, downwardly from the inner ends of articulating crease lines 11, being suited in width to recess 18 and having at its extremity relatively narrow tab 20, the purpose of which will appear later herein. The inner ends of crease lines 13 are connected by sheared edge 21, curved convexedly, upwardly in conformity with the periphery of container X, to extend into said opening 23. Said edge 21 connects the lower ends of curved cuts 22, terminating upwardly preferably about midway the length of the shearing cuts at the sides of tongue 19, thus forming said opening 23 between portions 12, the same being of a shape to suit the periphery of container X when said portions are disposed at an angle relatively thereto.

Rear panel 16 also contains incision 24 adapted to engage tab 20 when the device is erected. This is accomplished by bending the blank along line 11 so that portions 12 extend diagonally, forwardly and downwardly at the front and then bending sharply rearwardly along line 13, base member 14 being disposed at right angles to the upper part of main panel 10, the blank being further bent on line 15 to produce upstanding rear panel 16. Notch or recess 18 is engaged with tongue 19 and tab 20 is tucked into incision 24 thus interlocking and supporting the parts as shown in Fig. 1, this view also illustrating the position of the

container as vertical, held by cuts 22, and resting on base element 14, the projection thereof bounded by line 21.

In the modification shown in Figs. 2 and 4, bottom edge 25 has a tab 26 extending centrally, downwardly from rear panel 27 articulated by crease line 28 to base 29, in turn articulated by crease line 30 to main panel 31. Crease line 30 is incised, as at 32, midway its length, its ends being intersected by short outwardly extending curved cuts 33, forming detent shoulders 34, joined at their ends by straight shear cuts 35 extending in parallelism into main panel 31 uniformly distanced from the side edges of the blank to produce a tongue 36 and downwardly extending legs 37. Said tongue ends at shear cut 38, below which is an open space 39, equivalent in width to tab 26 and also suited to the width of container Y which, when entered between the edges of cuts 35, rests upon base 29 and is held in position by detent elements 34, as clearly shown in Fig. 2, the legs 37 curving forwardly and the main panel 31 being slightly inclined backwardly, rear panel 27 being held in position by tab 26 entering opening 39.

Thus it will be seen that each device is made from a single flat blank and when erected in connection with a container is fully self supporting.

I claim:

1. In a display device of sheet material adapted for use in connection with a container or the like, the combination of a backwardly reaching main panel having an opening therethrough adapted for receiving the article to be displayed, a base member articulated at its forward edge to said main panel, a rear panel articulated at its lower edge to the rear edge of said base member, a leg extending downwardly from said main member into the opening thereof, and a tab on said rear panel adapted for interlocking with the opening in said main panel and with said leg.

2. In a display device of sheet material adapted for use in connection with a container or the like, the combination of a backwardly reaching main panel having an opening therethrough adapted for receiving the article to be displayed, a base member articulated at its forward edge to said main panel, a rear panel articulated at its lower edge to the rear edge of said base member, a leg extending downwardly from said main member into the opening thereof, and means on said rear panel adapted for interlocking with the opening in said main panel and with said leg.

In witness whereof I hereby affix my signature this 14th day of March, 1922.

ADOLPH DIETSCHE, JR.