Oct. 13, 1953 P. S. MILLER 2,654,970

COMBINATION DISPLAY DEVICE AND MAILING PIECE

Filed June 6, 1950 2 Sheets-Sheet 1

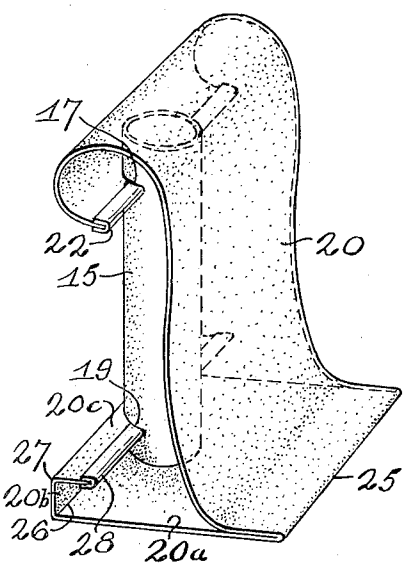


Fig. 1

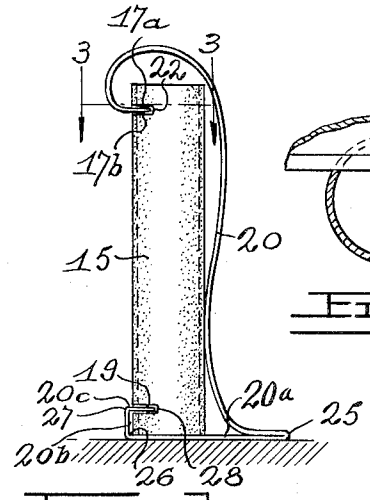


Fig. 2

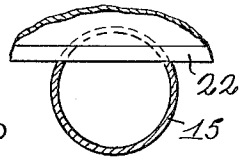


Fig. 3

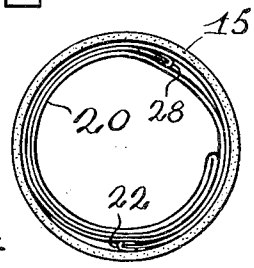


Fig. 4

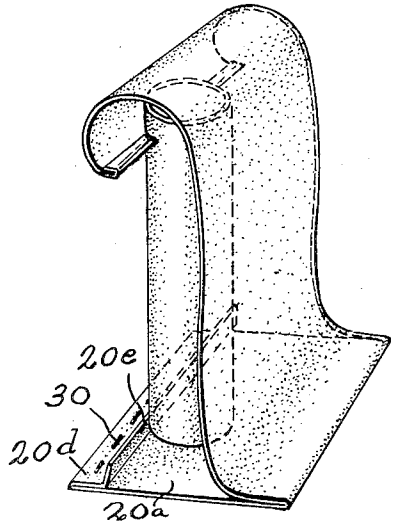


Fig. 5

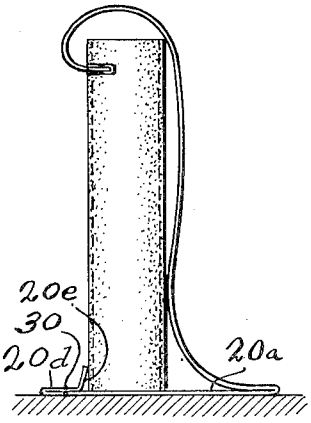


Fig. 6

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COMBINATION DISPLAY DEVICE AND MAILING PIECE

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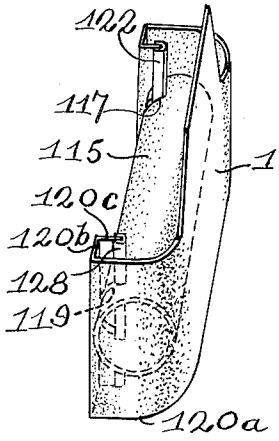


Fig. 7

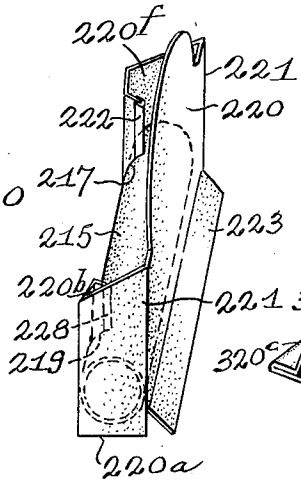


Fig. 8

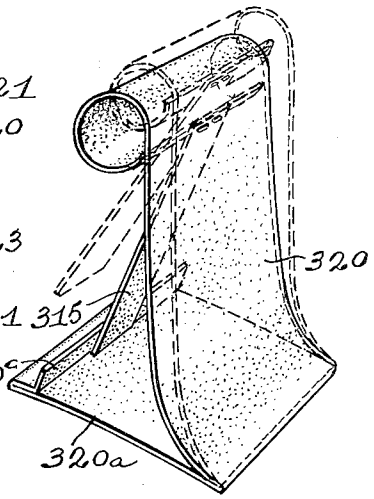


Fig. 9

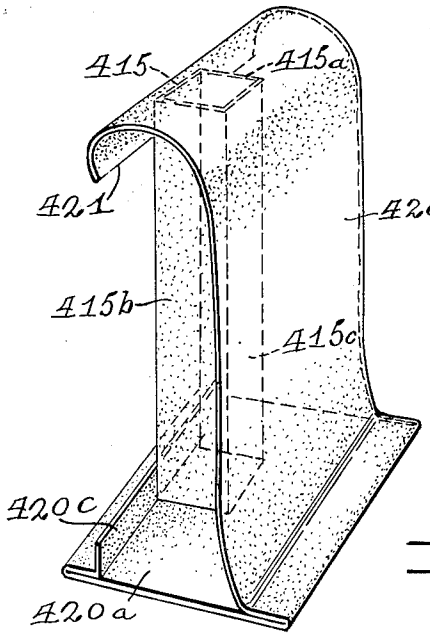


Fig. 10

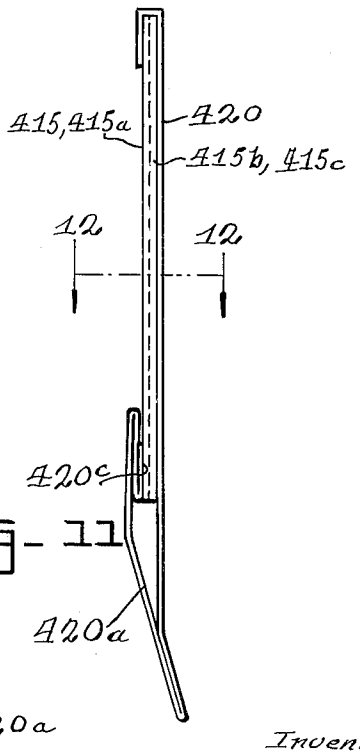


Fig. 11

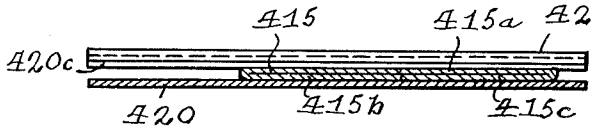


Fig. 12

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COMBINATION DISPLAY DEVICE AND MAILING PIECE

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Application June 6, 1950, Serial No. 166,498

8 Claims. (Cl. 40—124.1)

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This invention relates to a combination display device and mailing piece.

More particularly, the invention relates to a display device of this type in which there is an expansive display piece which is adapted to carry advertising and a support for cooperating with the display piece to both combine with it for mailing and to mount it in display position. A device of this general type is shown in U. S. patent application Serial No. 47,085, filed August 31, 1948, now Patent No. 2,555,986, of which the present application is a continuation-in-part. The present invention provides improved construction for devices along these lines.

In common with the disclosure of the previous application, a device according to the invention comprises as essential elements an elongated support and a flexible display sheet supportable by the support. In set-up condition, the display sheet is connected to one end of the support with the sheet extending from its connection away from the support and about the end of the support then in juxtaposed relationship to the support along the length of the latter. Means extending about the other end of the support connects the opposite end of said sheet to the other end of said support. Preferably, the connection between the support and the display sheet is such that the display sheet is bowed about the support against the normal tendency of the sheet to straighten out and is held in this position by the mutual support of the respective parts. In one form of device, the mid-portion of the sheet is bowed inwardly and its lower end outwardly in a reversing curvature to a position suggestive of a scroll.

According to one form of the invention the support is a mailing tube. This tube has a pair of slots one close to each end. One end of the display sheet engages in one of the slots and is then passed out and around the end of the tube about parallel to the tube. The other end of the display sheet is either passed directly around the tube and engages in the other slot, or alternatively it is bowed outwardly to a connection with a base member. The base member extends rearwardly underneath the tube and then outwardly to engage the slot.

In another form of device according to the invention, the support includes a main panel and a pair of side panels hinged to the main panel for extension at right angles to the panel to form a channel member. The lower ends of the side panels serve as feet. The sheet is connected to the top of the main panel and extends

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up and about the top of the support and down in the same longitudinal direction as the support and is then bowed outwardly and the lower end connected to a base member. The base member connects the main panel of the support and the display sheet and is hingedly connected to the display sheet, and the side panels engage the base member. The device is flattened out by collapsing the side panels and set up by extending these panels.

Other forms of the device will be evident from the description to follow.

Having thus generally described the nature of the invention, reference will be made to the accompanying drawings which illustrate preferred embodiments of it in further detail and in which—

Figure 1 is a perspective view showing one form of the device according to the invention in set-up position.

Figure 2 is a side elevation of the device shown in Figure 1.

Figure 3 is a horizontal cross section on the line 3—3 of Figure 2.

Figure 4 is a top plan view showing the display device with the parts in knocked-down relationship.

Figure 5 is a perspective view of an alternative construction to that of Figure 1.

Figure 6 is a side elevation of the construction shown in Figure 5.

Figure 7 is a perspective view of another form of the invention.

Figure 8 is a perspective view of another form of the invention.

Figure 9 is a perspective view of another form of the invention in which the support is flat and remains connected to the display sheet, in both set-up and knocked-down conditions.

Figure 10 is a perspective view of another form of the invention in which the support is a collapsible tube of rectangular cross section which in set-up position remains in tubular form and acts as a support for the display sheet and which in knocked-down position is flattened out and folds up with the display.

Figure 11 is a view of the device of figure 10 in collapsed position.

Figure 12 is a cross section from the device of Figures 10 and 11 in collapsed position along the line 12—12 of Figure 11.

Referring more particularly to the drawings Figure 1 shows one preferred form of the display device in set-up position. The device includes a tube 15 which serves as a support or

pedestal when the device is in set-up position and as a container when the device is knocked down, as for mailing. In this form, the tube 15 is provided with transverse slots or notches 17 and 19 for engaging the display element 20. The element 20 is an elongated sheet of material adapted to be rolled and folded into the form shown and being of a size commensurate with the size of the tube to enable it to be assembled with the tube as shown. One end of the sheet 20 is preferably provided with a stiffening member 22 which, in the form indicated, is a tin strip folded on itself and crimped to the edge of the sheet 20 as is often done to reinforce the edge of a calendar. The reinforcing strip 22 is engaged in the slot 17. The slot 17 is of such a size that its edges are sufficiently long to form opposed lips 17*a* and 17*b* adapted to engage wedgingly between them and retain the frame member 22.

The sheet 20 is draped over the top of the tube 15 and extends down in front of it as shown and is folded back upon itself over a fold line 25 to form a base portion 20*a*, is then folded at the line 26 to form an upstanding web 20*b* and then inwardly again along the line 27 to form a forwardly-extending flap 20*c*. The edge of the flap 20*c* is provided with a stiffening member 28 which can be similar to the stiffening member 22. Alternatively to folding back the 20 sheet upon itself as shown in Figures 5 and 6, a separate piece can be connected to the sheet as for example by stapling adjacent to the front of the sheet at 25.

Set up in this manner the device includes the pedestal or support 15, a scroll 20, the front part of which can be provided with suitable advertising, a supporting base 20*a*, a web 20*b* and connecting flap 20*c*. The upper part of the sheet 20 is connected to the pedestal through the slot 17 and the reinforced edge 22, the lower or base 20*a* of the sheet is connected to the lower end of the tube 15 by means of the reinforced edge 28 and the slot 19. No extraneous fastening members are employed but the device is held together merely by interlocking the various parts which are held together by the interlock and the resilience of the material from which the device is made. The bowed position which the sheet assumes, is retained by the connection with the support against the normal tendency of the sheets to flatten out.

The device is dismantled merely by withdrawing the reinforcing members 22 and 28 from the slots 17 and 19, rolling the sheet 20 and stowing it in the tube 15 as shown in Figure 4.

Figure 5 illustrates a slightly different form of device, according to the invention, in which the sheet 20 is connected to the bottom of the pedestal in a different manner. At the edge of the base portion 20*a* the sheet 20 is folded back upon itself on the line 20*d* and then upwards to provide an upstanding flap 20*e*. The portion 20*d* is secured to the base as for example by staples 30 and the flap 20*e* engages the base of the tube 15, the latter being resiliently held between the flap 20*e* and the front of the sheet 20 as best shown in Figure 6. It is clear that the display device is provided with a minimum of parts which can all be rolled or folded to be stowed in one of the parts, namely the tube.

In Figure 7 there is shown an alternative form of device which is especially adapted for use with a display sheet in horizontal position. Similar numbers have been used to indicate the various parts with the exception that they have been raised by one hundred. It will be noted that the form of the device is similar to that shown in Figure 2 with the exception that the display sheet instead of taking a reversing curvature and being folded back upon itself to form the base 20*a* continues to curve in the same direction to form the base 120*a* which is merely a continuation of the front part of the sheet. As in the form of device shown in Figure 2, the edge of the base is provided with an upwardly-extending web 120*b* and a forwardly-extending flange 120*c* which connects with a slot 119 in the tube member 115.

In Figure 8 there is shown a form of device similar to that of Figure 7 (corresponding numbers being used to indicate corresponding parts with the exception that they have been raised by one hundred over Figure 7). But instead of continuing curvature in the sheet 220 it is bent at an angle along the lines 221 so that the front display portion of the sheet is substantially flat and there are flat side portions 220*a* and 220*f* at each end of the sheet. The device may also be provided with a front flap 223 adapted to extend forwardly as a diagonal border for decorative purposes.

A slightly different form of the device is shown in Figure 9. The basic concept of a display sheet which is rolled and bowed and held to a support is maintained, but in this instance instead of a tube there is employed for the support a strip 315, the end of the display sheet 320 being held to the end of the strip 315 as shown. In this particular structure staples are used to connect these parts. The other end of the strip engages a flap 320*e* on the base 320*a* being held against this flap by the resilience of the sheet 320 which, in attempting to regain its normal flat form, exerts a spring action against the strip 315. The device may be collapsed and flattened for mailing.

A similar form of device to that shown in Figure 9 is shown in Figure 10. In this case, instead of the strip 315 there is employed a collapsible rectangular tube having a rear face 415. The top of the face 415 is connected, for example, adhesively, to a flap 421 on the end of the display sheet 420 and the lower end of the face 415 is connected to a flap 420*e* extending from the base 420*a*. The tube is adapted in set-up position to form a substantially rigid support or pedestal as shown in Figure 10. The tube is adapted to be collapsed into the position shown in Figures 11 and 12 for flattening the device out for mailing.

This device is dynamic in operation in the sense that when the collapsed device as shown in Figures 11 and 12 is received as a mailing piece, it is merely necessary to grasp the tube between the thumb and forefingers and to push forward the faces 415*a* and 415*b* connected by the face 415*c* to the position of Figure 10. The top of the face 415*c* engages the top of the display sheet forcing it forwardly in a draped position about the end of the tube.

The device can be made of various materials. Cardboard is preferred for the mailing tube and either flexible cardboard or heavy paper for the sheet. Plastic materials can also be employed.

I claim:

1. A display device, comprising, an elongated support, a flexible display sheet of normally flat sheet material normally resilient to its flat form supportable by said support, the display sheet

being connected to one end of the support with the sheet extending from its connection in a direction away from the support and then flexed back around said one end of the support so as to be draped over the end of the support and then extending in juxtaposed relationship to the support for a major portion of the length of the latter and then extending outwards from the support, the support being connected at the other end to a connecting means having a flat base member and extending from the display sheet in a rearward direction over the end of the support, the support including a means hinged to it for extension in a forward direction to bear against the display sheet and to retain it spaced apart from the support, said connecting means connecting the other end of the display sheet to the other end of the support to retain said other end of the sheet in such a manner that the sheet is bowed transversely to its length throughout a major portion of its length against the normal tendency of the sheet to flatten out.

2. A display device, according to claim 1, wherein the support is a rectangular tube having a rear wall connected to the sheet and base respectively, and side walls hinged to the rear wall and a front wall connecting the side walls, the side and front walls being adapted to lie flat and juxtaposed to the rear wall when the device is collapsed and to be extended outward to urge the display sheet into bowed position when the device is set up.

3. A display device, comprising an elongated support, a flexible display sheet of normally flat sheet material normally resilient to its flat form supportable by said support, one end of the display sheet being connected to one end of the support with the sheet extending from its connection in a direction away from the support and then being passed about the end of the support to present a rounded contour and then extending in juxtaposed relationship to the support for a major portion of the length of the latter, the support including a main panel adapted to run in substantially the same longitudinal direction as the display sheet, a pair of side panels hinged to the main panel for extension at right angles to the main panel to form with it a channel member, the lower ends of the side panels forming feet, means including a base member for connecting the main panel and the display sheet, said base member being hingedly connected to said main panel, said connecting means connecting the sheet to the support in such a manner that the sheet is bowed transversely to its length throughout a major portion of its length against the normal tendency of the sheet to flatten out.

4. A display device, comprising, an elongated support, a flexible display sheet of normally flat sheet material normally resilient to its flat form supportable by said support, said display sheet being connected to one end of the support with the sheet extending from its connection in a direction from said one end of the support and juxtaposed to the support for a major portion of the length of the latter, a substantially flat base member connected to the other end of the sheet and adapted when in set-up position to retain the other end of the sheet away from the other end of the support, said base member extending rearwardly at least to the other end of the support to a point of connection with said other end of the support, the support including means hinged for positioning flat with the sheet when collapsed and for extension into a position to hold the major portion of the sheet outwardly in a forward direction from the said one end of the sheet when opened up.

5. A display device, comprising, an elongated support, a flexible display sheet of normally flat sheet material normally resilient to substantially flat form supportable by said support, the display sheet having one end connected to one end of said support, a body portion extending in justaposed relationship to the support and another end adapted to be flared outwardly away from the other end of said support, a substantially flat base member connected to said other end of said sheet and extending in a rearward direction beyond the other end of said support, said support including a first member permanently connected to the display sheet and base and extending laterally thereof, and a second member hinged to said first member for extension in a direction transverse to said first member, said second member retaining said display sheet away from said first member and said base member in set-up position.

6. A display device, comprising an enlongated support, a flexible display sheet supportable by said support, one end of the display sheet being connected to one end of the support with the sheet extending from its connection in a direction away from the support and then passed unfolded about the end of the support to present a rounded contour and then extending in justaposed relationship to the support including a main panel adapted to run in substantially the same longitudinal direction as the display sheet, at least one side panel hinged to the main panel for extension at right angles to the main panel, means including a base member for connecting the main panel and the display sheet, said base member being hingedly connected to said main panel, said connecting means connecting the sheet to the support in such a manner that the sheet is bowed transversely to its length throughout a major portion of its length against the normal tendency of the sheet to flatten out.

7. A display device, comprising in combination, a flat base having a front portion and a rear portion spaced therefrom, an elongated support having a first member hinged to said rear portion, a flexible display sheet having one end connected to the end of said support remote from said base member, said display sheet being of normally flat sheet material normally resilient to substantially flat form, the other end of said display sheet being connected to the front portion of said base member, said support having a second member hinged to said first member, said display sheet, base member and first and second members being adapted to lie in the same plane and to be juxtaposed to said flattened display sheet in a knocked-down position of the display device, said device adapted to be set up with said base member and said first member at an angle to one another with said second member substantially perpendicular to said first member and bearing against the display sheet, and said display sheet extending from the end of said support remote from the base member in a curve, in a reverse curve down the front of the support and outwardly flared towards the connection of the display sheet with the base.

8. A display device, comprising in combination, a flexible display sheet of normally flat sheet material normally resilient to substantially flat form, supporting means adapted to hold said display sheet in knocked-down position in normally

flat condition and in set-up position in substantially the form of a scroll, said supporting means including a substantially flat base having a front portion connected to one end of said scroll, a first member hingedly connected to a rear end of said base remote from its junction with the display sheet and connected at its other end with the end of the display sheet remote from the base, and a second member hinged to said first member to move from a position in the same plane as said first member to a position at an extreme angle from said first member whereby the base member is pushed at an extreme angle to said first member and said scroll sheet is caused to drape about said first and second members.

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