J. STRANDERS.

ADVERTISING DISPLAY DEVICE.

APPLICATION FILED APR. 9, 1912.

1,052,187.

Patented Feb. 4, 1913

Fig: 1.

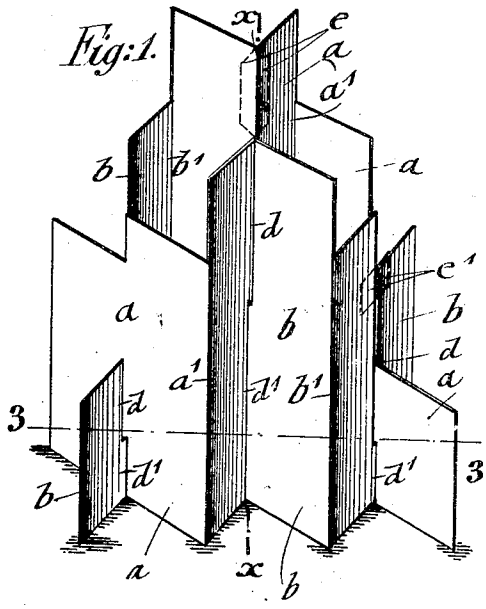


Fig: 4.

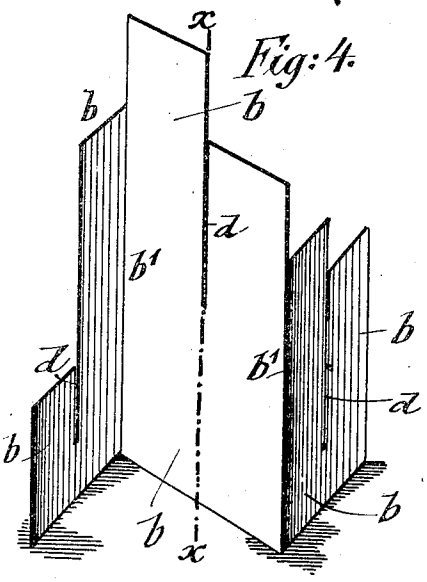


Fig: 2.

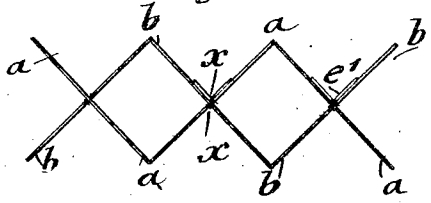


Fig: 5.

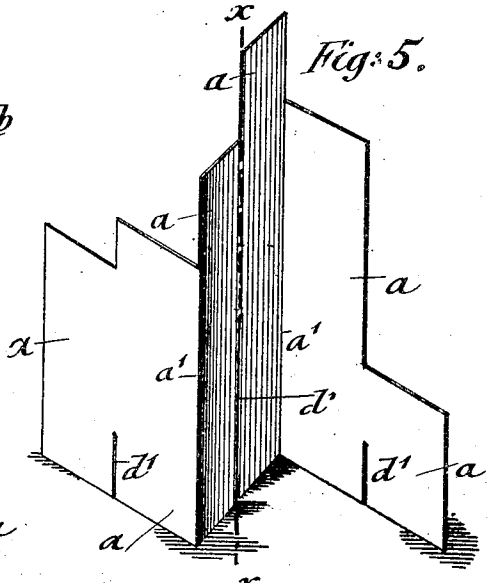


Fig: 3.

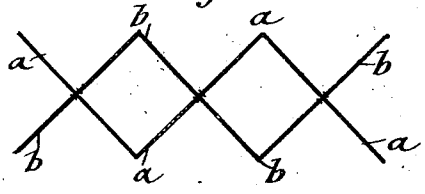
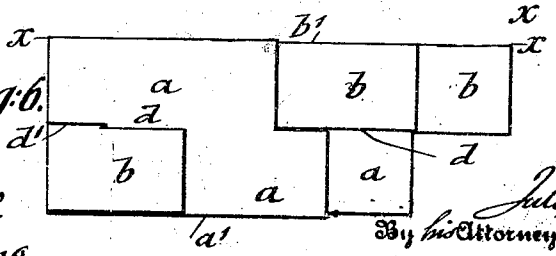


Fig: 6.



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UNITED STATES PATENT OFFICE.

JULIEN STRANDERS, OF NEW YORK, N. Y., ASSIGNOR TO THE SEITER & KAPPES LITHOGRAPHING CO., OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

ADVERTISING DISPLAY DEVICE.

1,052,187. Specification of Letters Patent. Patented Feb. 4, 1913.

Application filed April 9, 1912. Serial No. 689,595.

To all whom it may concern:

Be it known that I, JULIEN STRANDERS, a subject of the King of Great Britain, residing in New York, in the borough of Brooklyn, county of Kings, and State of New York, have invented certain new and useful Improvements in Advertising Display Devices, of which the following is a specification.

This invention relates to an improved display-device for advertising purposes, and more especially for advertising canned goods, cocoa, wash-powders and like articles placed in cans, paper-boxes or bottles, and which is made up in such a manner that the front-faces of the device can be utilized by means of dummy representations of said articles for advertising them in their natural size and shape and which can be conveniently folded for shipment and easily put into show-windows or other places, by simply opening up the same without requiring any special stay-device for this purpose.

The invention consists of an advertising display device which comprises two interlocking main-sections, each formed of step-shaped portions, divided longitudinally by means of crease-lines for permitting the easy folding of the same, one section being provided with incisions extending between and parallel with the crease-lines from the lower edge in upward direction and the other section being provided with incisions also parallel with and between its crease-lines, extending in downward direction from its upper edge so as to permit the intersecting of the main-sections and the support of the device when the sections are placed at right angles to each other into upright position and the folding of the parts toward the vertical longitudinal center-line when folded and packed for shipment.

In the accompanying drawings, Figure 1 represents a perspective front elevation of my improved display-device, Fig. 2 is a plan-view of the same. Fig. 3 is a horizontal section on line 3, 3. Figs. 4, and 5 are perspective views of each of the main-sections of the improved display-device and Fig. 6, a plan-view of the same showing it in folded position ready for packing and shipment.

Similar letters of reference indicate corresponding parts throughout the several figures of the drawings.

Referring to the drawings, *a* and *b* represent the main-sections of my improved display-device. They are made of cardboard of suitable thickness and divided by means of longitudinal crease-lines *a'*, *b'* into a number of longitudinal panels which can be folded by means of the crease-lines toward the center-line X, X of each section. The longitudinal portions may be of equal width or the middle ones may be of greater width, and the end ones of less width according to the dummy representations of the articles of merchandise that are to be represented on the individual panels of the main-sections.

Both main-sections are provided with step-shaped upper parts that diminish from the wider base toward the upper end so that a pyramidal effect of the entire device is produced. On the panels or faces of one main-section are represented the articles to be advertised as close to their natural shape and size as possible. The articles are likewise displayed on the upwardly projecting portions of the panels. Both main-sections are made to interlock with each other by arranging one section *b* with slits *d* which extend from the upper edges of the step-shaped panels to about midway of the height of the same, while the slits *d'* of the inter-locking section *a* extend from the lower edge or base of the same to about midway of the height of the step-shaped panels so as to permit the interlocking of the two main-sections and bring some portions of the same toward the front while the remaining panels are located at the rear of the structure.

When the two main-sections are placed in proper locking position toward each other, the incisions of the two sections are placed one over the other so that a lazy tong arrangement is formed when the display-device is placed in open upright position as shown in Figs. 2 and 3 by the intermediate crease-lines *a' b'* and the center incisions *d*, *d'* the entire device can be folded up into flat position for packing and shipment as shown in Fig. 6. When the main-sections are placed into angular, lazy tong position toward each other, they are supported on their bases without requiring any addi-

tional stay or prop for the same. It must be mentioned, however, that after the main-sections are placed in their proper relative position to each other, that is to say with the slitted portions of one main-section intersecting with the slitted portions of the other section, the upper ends of the adjacent vertical center-creases and incisions are connected by a hinge *e* by which the detaching of the sections is prevented and both held in position whether in extended, collapsed or folded state. This hinge can be repeated at one or both sides as at *e'* if desired.

When it is desired to ship the display devices they can be either folded out flat and shipped in this position or they can be entirely flat when placed one on top of the other, but more conveniently they are folded up along their creases and slits and the incisions so that one half is folded over the other half of the device in which case they can be packed for shipment, in a narrow compass. When they are unpacked for shipment, all that is necessary is to open up so that the panels of the main sections are placed at angular positions to each other, as shown in Fig. 2, and then supported on their bases forming a very effective display device of which a portion can be seen best when looked at in one direction and other portions seen when people pass in the other direction so that an effective advertising device for the articles represented on the display device is obtained. It is obvious that the incisions in the main-sections can be reversed that is to run in one section in downward and in the other section in upward direction without altering the combination of the display device.

I claim:—

1. An advertising display-device, comprising two intersecting main-sections which are divided by longitudinal crease-lines into individual panels, the main-sections being provided with steps from the base toward the upper ends, and with incisions arranged parallel with the crease lines, the incisions of one main-section interlocking with the incisions of the other main-sections for opening the device and supporting it in upright position.

2. An advertising display device, comprising two main-sections which are divided into individual portions or panels by means of crease-lines, the main-sections being provided with steps from the base toward the upper ends and with incisions, the incisions of one section extending from the upper end in downward direction and the incisions of the other section extending from the base in upward direction for permitting the interlocking of the main-sections while permitting the folding of the same on the longitudinal center-line of the structure.

In testimony, that I claim the foregoing as my invention, I have signed my name in presence of two subscribing witnesses.

JULIEN STRANDERS.

Witnesses:

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FRANKLIN SNYDER.