April 23, 1929. H. ZIEMMERMAN 1,710,330

FOLDING DISPLAY CARD

Filed June 24, 1927

Fig. 1.

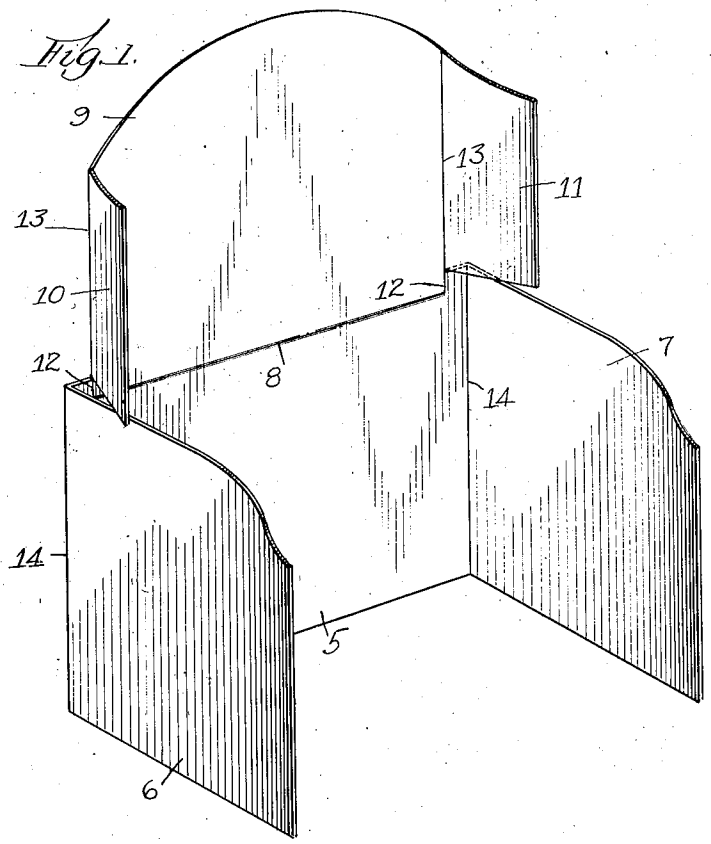


Fig. 2.

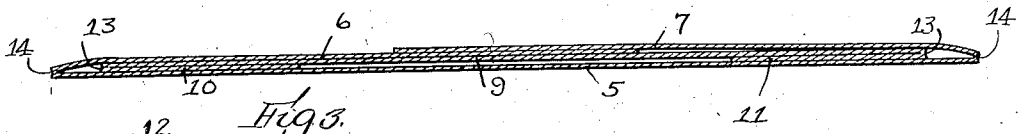
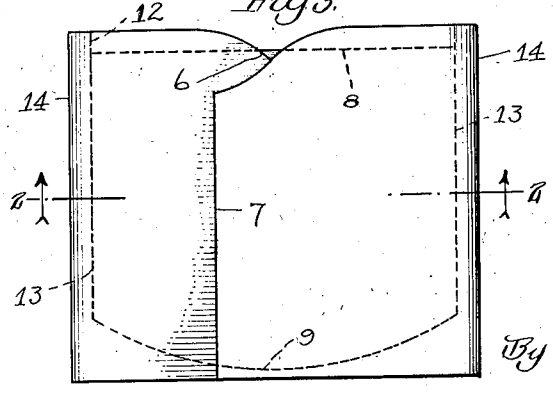


Fig. 3.



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UNITED STATES PATENT OFFICE.

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FOLDING DISPLAY CARD.

Application filed June 24, 1927. Serial No. 201,105.

This invention relates in general to a folding display card and has more particular reference to a display card for advertising and the like which is easily folded and extended for setting up in a displaying position.

Window advertising displays are objectionable if they are too large because they are difficult to pack and to ship, they are some times difficult to set up in their displaying position and are some times difficult to support in their unfolded condition. The present invention has for its object the provision of a simple folding display card, separately collapsed in sections, and the collapsed sections folded over one within the other so that when distended the foldable sections not only constitute a means for holding the display in its distended position but also provide a support for the adjacent section and its attached portions for holding a portion thereof in the same plane and other portions in planes inclined thereto.

Other objects will appear hereinafter.

In the drawing,

Figure 1 is a perspective of a folding display card constructed in accordance with the principles of this invention;

Figure 2 is a sectional view of the display in collapsed form taken on the line 2—2 of Figure 3; and

Figure 3 is a plan view of the collapsed display.

It is customary to provide folding display cards with a supporting back or easel, particularly if the combined display is of considerable size. The present invention utilizes folding sides as the means for supporting the display and comprises a number of hinged sections, each having separate wings, and the wings of one section overlapping or engaging the wings of the section below it for the purpose not only of holding the main portion of that section in line with the main portion of the section below it but also of supporting the wings at different inclinations from the main section to which they are connected to produce a different artistic effect and combination.

Referring more particularly to the drawing, a folding display embodying the features of this invention comprises a main section 5 of stiff paper, card board and the like having hinged lateral wings 6 and 7.

Attached to the upper portion of the main section 5 upon a scored fold line 8 is another main section 9 having lateral wings 10 and 11. In the present form of the invention, the main section 5 is provided with slits 12 in its upper edge in line with the fold lines 13 of the wings 10 and 11 and the fold line 8 between the sections 5 and 9 is therefore at a slight distance below the upper edge of the main section 5. All of the fold lines of a cardboard display of this kind may be made by partially severing or scoring the material in the face opposite that toward which the attached portion is to be folded.

As thus presented, it is obvious that the wings 6 and 7 may be folded in the same direction from the main section 5 and at a variety of angles and that the wings 10 and 11 will still engage the upper edges of the lower wings 6 and 7. It is obvious that the display may be turned with the wings extending forwardly, as shown in Figure 1, or the reverse side of the main sections 5 and 9 may be considered as the display surface, thus presenting a variety of adjustments of the same display. The opposite faces of the main sections 5 and 9 are in alignment on either side when the display is open and properly set up.

In folding the display, the wings of the upper section are first folded upon the section 9, and the upper section is then folded over inwardly about the fold line 8 to rest upon the main section 5, after which the wings 6 and 7 are folded over inwardly and overlapped if necessary.

It will be observed that the lower edges of the wings 10 and 11 do not coincide with the fold line 8 between the sections 5 and 9, and this is for the purpose of causing a bulge or projection along the hinging line 8, which tends to break or open the hinge line when the sections are folded together. Likewise, the spacing apart of the fold lines 13 from the fold lines 14 of the main section prevents the double thickness of the section 9 and its wings from coming directly within the fold lines 14 of the main section. This arrangement of the fold lines is particularly important in a folding display made of cardboard or the like easily ruptured by such folding.

It is obvious that additional sections may be connected together in the same manner, and if desired the wings may be formed with added sections. Other changes may be made without departing from the spirit and scope of the invention.

I claim:

1. In a folding display, sections hinged directly together, folding one upon the other, and unfolding one above the other and wings integral with but separately hinged to the sections with the fold lines of adjacent wings spaced apart and the lower edges of the upper wings adjustably resting upon the upper edges of the lower wings to hold the sections upright.

2. In a folding display, a pair of sections hinged directly together and adapted to unfold one above the other and each section having separate integral side wings with the fold lines of corresponding wings spaced apart, the wings of the upper section terminating above the fold line between the sections, and the lower edges of the upper wings movably contacting with the upper edges of the lower wings to hold the sections upright and the wings in variable angular position.

3. In a folding display, a pair of sections hinged to fold one upon the other, each section having independent side wings foldable inwardly upon the section to which they are attached, the wings of the upper section resting upon those of the lower section and the fold lines of the wings of one section being spaced from the fold lines of the wings of the adjacent section whereby the wings of each section may be angularly adjusted independently and engaged and held in such position by contact with the wings of the other section.

4. In a folding display, sections hinged directly together foldable one upon the other and unfolding one above the other, integral supporting wings for each section hinged at the sides thereof and the hinge lines of corresponding wings spaced apart, the hinge line between the sections being spaced below the tops of the hinges of the main section and having slits extending from the ends of the hinge line between the sections to the upper edge of the main section, the sections being foldable one within the other upon their hinge line and the adjacent edges of the wings of the sections contacting with each other to hold the sections upright and to maintain the wings in any individually adjusted position within the limits of their engagement.

5. In a folding display, a pair of sections foldable one upon the other and each having lateral independently foldable wings, the fold lines of the wings of the upper section being spaced a distance within the fold lines of the wings of the section below it, and the fold line between the sections tending to cause them to fold together, the adjacent edges of corresponding wings resting one upon the other to hold the sections distended in upright position, and the wings being independently adjustable within the limits of contact with the corresponding wings.

6. A folding display card having directly connected sections formed by score lines which tend to make them fold together in one direction and unfolding one above the other when distended, integrally independently movable wings at the ends of the sections, the adjacent lower and upper wings having their fold lines spaced apart and the edges of corresponding wings adjustably contacting and resting one upon the other in distending the display card and holding the sections upright against the folding tendency caused by the score lines between the sections.

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