J. STRANDERS.

DISPLAY DEVICE.

APPLICATION FILED AUG. 2, 1919.

1,359,203.

Patented Nov. 16, 1920.

2 SHEETS—SHEET 1.

Fig. 1.

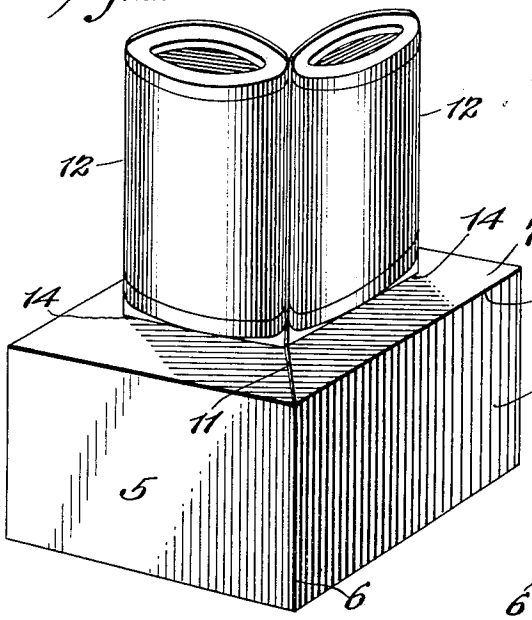


Fig. 2.

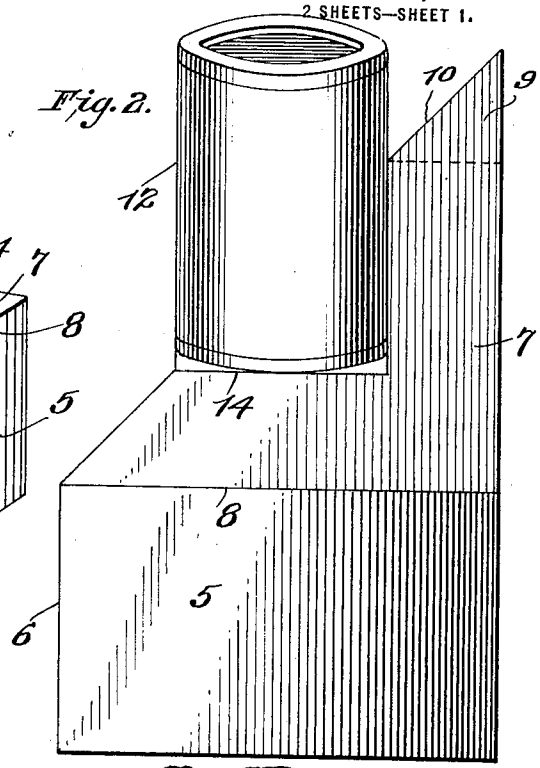


Fig. 3.

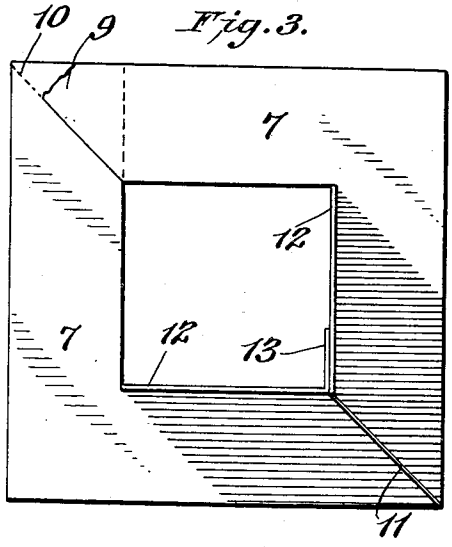


Fig. 4.

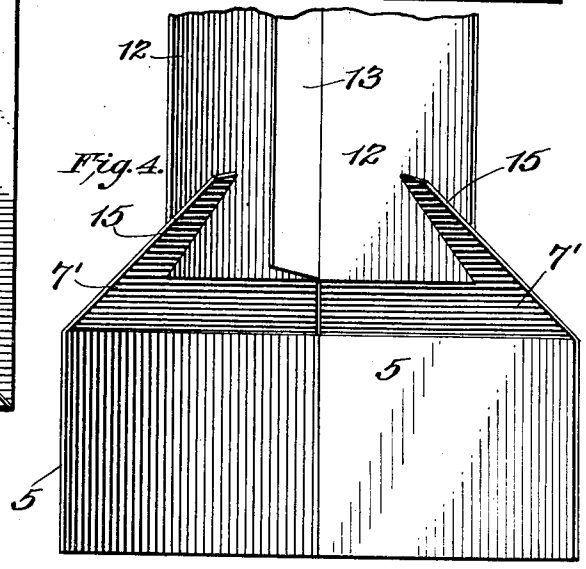
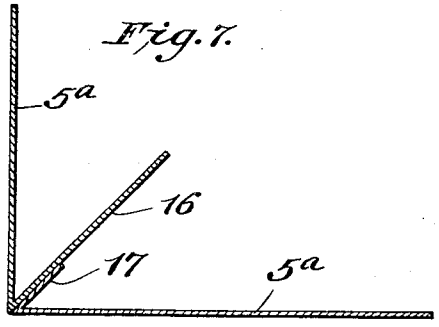


Fig. 7.



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2 SHEETS—SHEET 2.

Fig. 5.

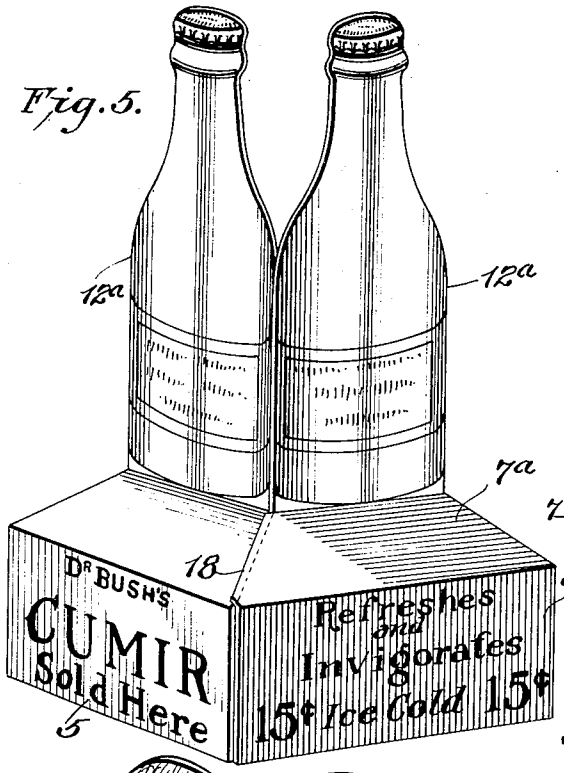


Fig. 6.

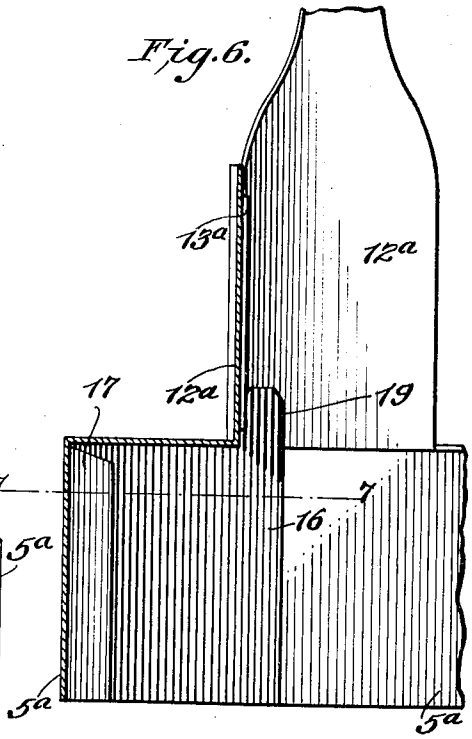


Fig. 8.

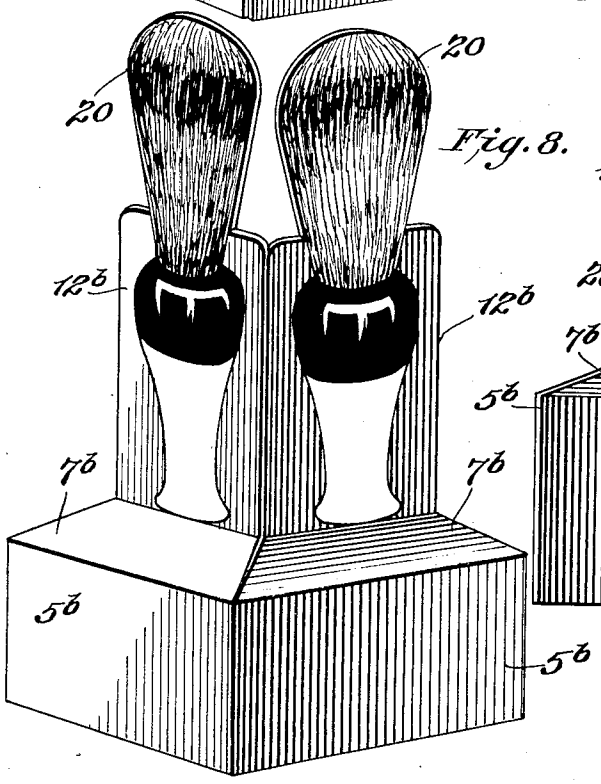
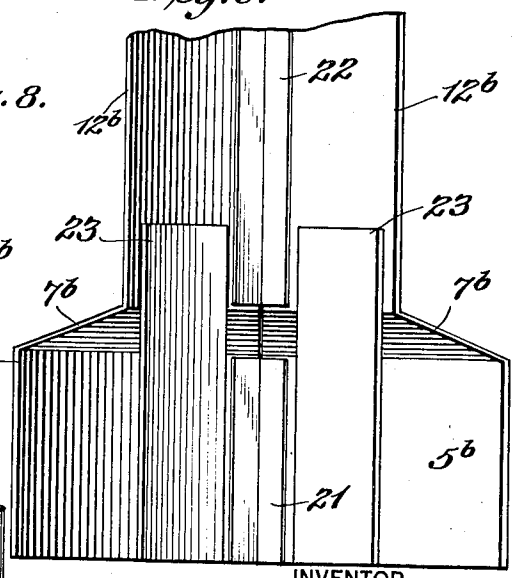


Fig. 9.



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DISPLAY DEVICE.

1,359,203. Specification of Letters Patent. Patented Nov. 16, 1920.

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To all whom it may concern:

Be it known that I, JULIEN STRANDERS, a subject of the King of England, and a resident of the borough of Brooklyn and State of New York, having invented certain new and useful Improvements in Display Devices, do hereby declare that the following is a full, clear, and exact description of the same.

This invention relates to display devices and has for its primary object to provide a collapsible device which may be effectively used in the dressing of show windows to display the advertised commodity in an attractive manner, the nature of the advertised article being readily apprehended by observers approaching the display from different directions.

It is a more particular object of the invention to provide a display device having a panel corresponding in whole or in part to the form or shape of the advertised article, and a supporting base for the panel having parts constituting a foreground.

It is also contemplated in one embodiment of my invention to provide a base structure having parts thereof which will constitute both a foreground and a background for the advertised article when the device is arranged in display position.

And finally, it is my purpose to provide a device for display advertisement which is constructed from a single piece of material in a simple, inexpensive manner, and may be readily folded or collapsed into small compass and which is of such construction that it will not be liable to accidental collapse while at the same time the use of fasteners or other securing elements of any description for the several parts is dispensed with.

With the above and other objects in view my present invention consists in a display device as above characterized and in the form, construction and relative arrangement of its several parts, as will be hereinafter more fully described, subsequently incorporated in the subjoined claims, and illustrated in the accompanying drawings in which similar reference characters designate corresponding parts throughout the several views, and wherein—

Figure 1 is a perspective view illustrating one embodiment of my improved display device;

Fig. 2 is a side elevation showing the device folded or collapsed;

Fig. 3 is a plan view of the device shown in Fig. 1, a part thereof being broken away;

Fig. 4 is a rear elevation illustrating a slightly modified form of the base structure;

Fig. 5 is a perspective view showing another modification of the device;

Fig. 6 is a fragmentary vertical section of the structure shown in Fig. 5;

Fig. 7 is a horizontal section taken on line 7—7 of Fig. 6;

Fig. 8 is a perspective view illustrating a further alternative form of the display device; and

Fig. 9 is a rear fragmentary elevation of the device as shown in Fig. 8.

Referring in detail to the drawings and more particularly to Figs. 1, 2 and 3 thereof, 5 designates the main panels of the supporting base structure which are hingedly connected to each other as at 6. To each of these base panels a part 7 is hingedly connected along the upper edge of the panel as at 8, each of said parts being in the form of a strip of material having portions extending at right angles to each other so that when the device is set up in its display position, these parts will define a right angle parallelogram. The extremity of one of the parts 7 laps over upon the extremity of the other of the parts 7 as seen at 9 in Fig. 3 and this extremity of the latter part 7 is bendable along the score line 10, with which score line the oblique end edge of the overlapped extremity 9 coincides.

The two parts 7 are cut at their other confronting ends at an angle of substantially 45 degrees as at 11, and to the inner edges of the said parts extending at right angles to each other from the end edges 11 the display panels 12 are hingedly connected. As shown, these panels are cut in the outline form of the article to be advertised and are also provided upon their front faces with superficial ornamentation or markings which serve to present a very realistic representation of the actual salable article. When the device is set up in its display position these panels are disposed at right angles to each other and one of the panels is provided upon one of its vertical edges with a hingedly movable strip or flange 13 which is adhesively secured to the inner face of the other panel 12.

The display device as above described is cut out from a single piece of cardboard, sheet metal or other suitable material of the requisite thickness, and this material is scored along the hinge lines 6, 8 and 10, and along the lines 14 at the point of connection of the lower ends of the panel 12 to the part 7 so as to permit of the folding movement of the several parts relative to each other when the device is collapsed as seen in Fig. 2. In the collapse of the display device the two base panels 5 are folded inwardly into contact with each other and the parts 7 following this movement also fold into close contact, while the display panels 12 fold against each other by reason of the hinge strip connection 13 between these panels. Thus the several parts are very compactly arranged and the device is perfectly flat so that a large number of the display devices may be compactly arranged in superposed relation and stored or packed into a relatively small space.

When the device is set up in its display position as seen in Fig. 1, the base panels 5 and parts 7 afford a rigid and substantial supporting structure for the display panels 12. The part 7 separates the panels 12 from the base panels 5 and as these parts 7 which are disposed at right angles to the base panels extend both forwardly and rearwardly of the vertical display panels 12, they afford both a foreground and a background for the latter panels and thereby set off the advertisement in a very attractive manner.

In Fig. 4 of the drawings, I have shown a slightly modified form of the base structure which slightly differs from the form shown in Fig. 1 in that the parts 7′ are not hingedly connected to each other, but are formed with angular extensions 15, which, when the device is set up are adapted to extend at an angle upwardly and rearwardly from the lower ends of the display panels. In this construction also, the confronting ends of the parts 7′ are cut at a different angle so that these parts will present a foreground for the display panels which is shelved or inclined downwardly from the lower ends of the panels, as clearly indicated in Fig. 4.

In Fig. 5 of the drawings I have illustrated another construction wherein the device is formed from two separate pieces of material, each of which is provided with a base panel 5^a and the part 7^a which constitutes a foreground for the display panel 12^a. These display panels are hingedly connected at their contiguous vertical edges by the strip 13^a projecting from one panel. To the end of one of the base panels 5^a a supporting part or extension 16 is hingedly connected. To one side of this supporting extension a hinged strip 17 on the adjacent vertical edge of the other base penel 5^a is adhesively secured.

One of the parts 7^a is formed with a flange or extension 18 at one end to overlap upon the opposed end of the other part 7^a and thus limit the relative movement of said parts in one direction, so that they will be positioned at a desired angle relative to the base panels and the display panels when the device is set up in its display position. The supporting part 16 extends beneath the overlapping ends of the parts 7^a and is formed at its inner end and at its upper edge with an upwardly extending tongue 19 which is adapted to closely engage the display panels 12^a at their hingedly connected edges. This tongue firmly engaging the display panels serves to prevent the accidental collapse of the device. The base panels 5^a as well as the corresponding panels of the several other forms of the invention, as illustrated in the drawings, may contain suitable advertising matter descriptive of the article depicted upon the display panels. In this last described form of my invention, when the device is collapsed, the several parts of the supporting base and the display panels fold upon each other as above described, while the supporting extension 16 is compactly held between the parts of the base structure.

In Figs. 8 and 9 of the drawings, I have illustrated another alternative form of my invention in which the device is likewise constructed from two separate pieces of material each having a base panel 5^b, a display panel 12^b and a part 7^b constituting the foreground for the display panel. As indicated, a part of the advertised article may be superficially depicted upon the lower portion of the panel 12^b while the upper part of the panel indicated at 20 is cut out in the outline form of the article. In this construction, the base panels 5^b and display panels 12^b of the two sections are connected along their proximate edges by the thin strips of paper or linen designated at 21 and 22 respectively, which permit of the free relative movement of the said parts, such hinge strips being adhesively or otherwise secured to the inner faces of the panels. There is also secured upon the inner faces of the display panels and at their lower ends, the supporting legs 23 which extend downwardly from the display panels and are adapted to rest upon the floor of the window or other support upon which the device is arranged. This construction is primarily designed for display devices of large size in which the display panels will be quite heavy and the base structure alone would not serve as an adaquate support therefor. The legs 23 will therefore sustain the display panels in their erect positions and maintain the parts 7 at a desired inclination.

When the device is folded or collapsed, the corresponding parts are moved inwardly upon each other as heretofore described.

From the foregoing description considered in connection with the accompanying drawings. the construction and advantages of the several illustrated embodiments of the invention will be fully understood. The device provides an inexpensive means for use in the dressing of show windows or show cases whereby various commodities may be attractively displayed. It will be noted that by the provision of the display panels extending at an angle to each other, and the provision of a foreground and background for these panels constituting parts of the device, the advertised commodity is displayed in a very realistic manner from numerous angles of observation. At the same time it will be appreciated that the device will occupy comparatively little space in the window or case. The invention is particularly desirable for the purpose of utilizing in the most effective manner corners or other angles in the space provided for display purposes.

In the foregoing description and the accompanying drawings I have disclosed several embodiments of my invention, which I have found quite satisfactory in practice, but it is nevertheless to be understood that the device may also be exemplified in numerous other alternative constructions. Accordingly I reserve the privilege of adopting all such legitimate changes as may be fairly embodied within the spirit and scope of the invention as claimed.

I claim:

1. A display device comprising a continuous one piece structure having a base, a display panel, and means connecting the lower end of the panel to the base, said means sustaining said panel in laterally spaced parallel relation to the base constituting a foreground for the panel when the device is arranged in display position.

2. A collapsible display device comprising a display panel, and a base structure supporting said panel in an elevated display position, said structure having a main panel and a part hingedly connecting said main lower edge of said panel to the display panel and supporting the panels in spaced parallel relation to each other when the device is arranged in display position, said parts constituting a foreground for the display panel.

3. A display device comprising a display panel, and a base structure to support said panel in its display position, said panel and base structure consisting of a single continuous piece of material, said base structure including a main panel, and a relatively movable means connecting the main panel to the display panel and extending rearwardly of the display panel to constitute a background therefor when the device is arranged in display position.

4. A display device comprising a display panel, and a supporting base structure for the display panel having a main panel and a part connecting the main panel to the display panel and spacing the panels from each other when the device is arranged in display position, such part extending both forwardly and rearwardly from the display panel to constitute a foreground and a background for the display panel.

5. A collapsible display device comprising a display panel, and a base structure for said panel having a main panel and a part hingedly connecting said main panel to the display panel and adapted to be disposed in angular relation to said panels to space the same from each other when the device is arranged in display position and said part extending both forwardly and rearwardly from the main panel to constitute a foreground and a background therefor.

6. A display device comprising base panels movable to angular positions relative to each other, display panels, and means connecting the display panels to the respective base panels and extending forwardly and rearwardly of the display panels to afford a background therefor.

7. A collapsible display device comprising base panels movable to angular positions relative to each other, hingedly connected display panels, and means hingedly connecting the lower ends of the display panels to the upper ends of the respective base panels and supporting the display panels in laterally spaced parallel relation to the base panels when the device is arranged in display position.

8. A collapsible display device comprising connected base panels, movable to angular positions relative to each other, hingedly connected display panels, and a part hingedly connecting the upper edge of each base panel to the lower edge of each display panel to space the display panels from the base panels when the device is arranged in display position, said parts extending rearwardly from the respective display panels and being hingedly connected to each other.

9. A collapsible display device comprising a base having connected portions angularly movable relative to each other and hingedly connected display panels respectively connected to certain of the base portions and supported thereby in spaced parallel relation to the other base portions when the device is arranged in display position, said display panels and the corresponding base portions being folded into contacting relation when the device is collapsed.

10. A collapsible display device comprising a base having portions angularly mov-

able relative to each other and display panels directly hinged together along opposed edges and also directly hinged to certain of said base portions and supported thereby in spaced parallel relation to the other base portions when the device is arranged in display position, said hingedly connected panels and the corresponding base portions being folded into compact relation when the device is collapsed.

In testimony that I claim the foregoing as my invention, I have signed my name hereunder.

JULIEN STRANDERS.