



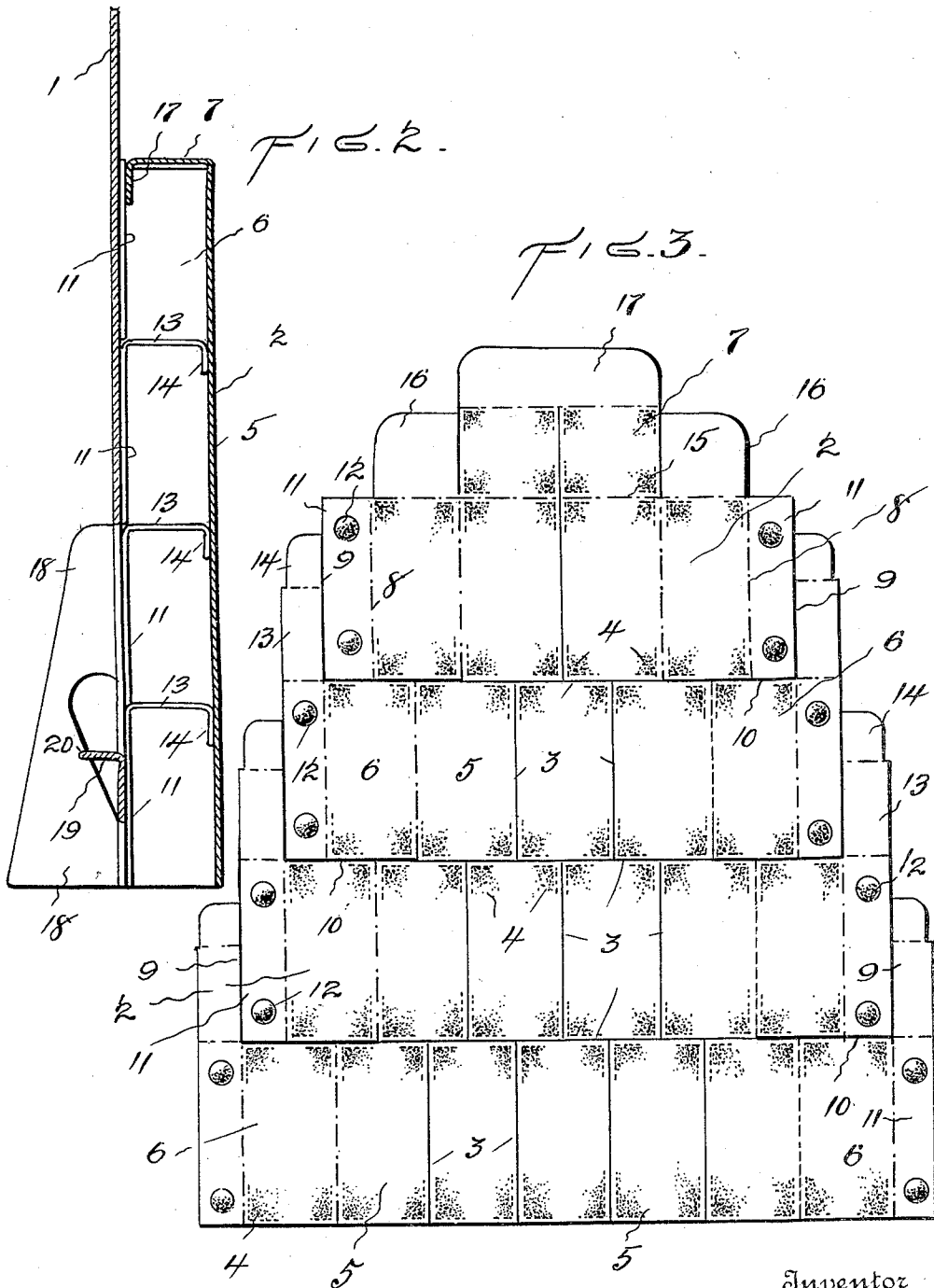
Feb. 9, 1932.

M. M. EINSON

1,844,276

DISPLAY OR ADVERTISING DEVICE

Filed March 28, 1930 2 Sheets-Sheet 2



Inventor  
Morris M. Einson,  
By his Attorney  
*W. J. Tammert.*

# UNITED STATES PATENT OFFICE

MORRIS M. EINSON, OF YONKERS, NEW YORK, ASSIGNOR TO EINSON-FREEMAN CO., INC.,  
OF LONG ISLAND CITY, NEW YORK, A CORPORATION OF NEW YORK

## DISPLAY OR ADVERTISING DEVICE

Application filed March 28, 1930. Serial No. 439,604.

The present invention has relation to display or advertising devices or stands of a type which are used either as counter, window, or floor stands for advertising merchandise or other things.

The improved device is of a folding or collapsible type which may be shipped in the flat condition and readily set up into its erected or display position. The objects of the invention are to first produce an article which will fold into the smallest possible compass into a flat position so as to facilitate packing and shipping thereof and which device may be readily and quickly set up into the display position even by an inexperienced person. Another object is to produce a rigid device when set up and along with this rigidity a supporting base is provided so that the device will stand fairly firm so as not to be easily toppled over. Still another object is to design the structure so that simplicity in the construction and operation is present and which simplicity, besides giving advantage as regards the use of the device, lessens the consumption of material and which saving in material enables the device to be economically manufactured.

The improved device, in its simplest form, is composed of two separate blanks one of which is the backing or supporting member preferably composed of a single sheet of comparatively heavy paper board. The other member consists of a single sheet so cut, scored and printed that it can be folded to represent a stack of individual cartons or containers used for packing articles of merchandise. The folding sheet forming this representation of a stack of cartons is secured to the backing sheet preferably by adhesive means in such a manner that it will fold flat against the backing sheet when closed, and when opened into its operative position, said sheet will stand out from said backing sheet so as to represent the stack of merchandise. The printing on this sheet and associated printing on the backing sheet will tend to give the representation which is desired. Means are provided so that the front sheet is retained in its folded position and which sheet, in conjunction with the backing sheet, provides a

firm support for the device, particularly so when the cartons represented are of sufficient depth to give a firm support. In such cases where additional support is required, an easel is cut out of the backing sheet and folded outwardly at right angles and held in this position so as to extend the supporting base of the device.

An embodiment of the invention will be hereinafter described with reference to the accompanying drawings, wherein;

Figure 1 is a perspective view showing the complete display stand or device in its set up or operative position;

Figure 2 is a vertical section taken on the line 2—2 of Figure 1; and

Figure 3 is a plan view of the cut and printed blank which forms the front or carton representing sheet of the device.

Referring to said drawings the improved device is composed of two members, namely the backing sheet 1 and the front sheet 2. The sheet 2 is divided into sections by vertical and horizontal lines 3 and printed or otherwise prepared with matter as 4 so as to give the representation of a mass of individual cartons piled in rows on top of one another so as to produce the effect of a pyramid or other desired form. In the folded set-up position of this sheet the cartons appear as standing out from the backing sheet 1 and in this position the blank sections 5 represent the front of the cartons and the sections 6 represent the sides. The section 7 represents the top of the uppermost row of cartons in the display position. The blank 2 is scored on the vertical lines 8 and cut on the vertical and horizontal lines 9—10 so that the sections 6 can be folded at right angles to the sections 5. Laps 11 are connected to the sections 6 and these laps are glued, for example as represented by the shaded disks 12.

In assembling the improved device, glue laps 11 are secured to the front face of the back sheet 1 in the position as shown more clearly in Figure 2 and when so secured the front sheet 2 will fold sideways in either direction on the scored lines 9. When the front sheet is opened the flaps or sections 13 are

folded at right angles and the tuck-in ends 14 are inserted into the folded structure to lie against the backing sheet 1. The flaps 13, when folded with the ends tucked in, operate to retain the folded front sheet in its operative set up position and these flaps 13 represent or form the exposed tops of the several rows of carton representations. The top of the upper row of cartons is formed by the flaps 7 folded on the score line 15 and the open ends of the folded front sheet member are closed by the side flaps 16. The tuck-in flap 17 at the top is folded inwardly.

It will be understood where the depth of the carton is sufficient, the backing sheet and the folded front sheet member may form a firm base or support for the set up device but in such instances where required, an easel is formed by cut out portion 18 of the backing sheet 1. This cut out portion is arranged to fold outwardly at right angles from the sheet and the brace 19 also cut from the back sheet is folded at right angles so as to engage a notch 20 in the cut out opening of the piece 18. The easel so formed is an integral part of the backing sheet and therefore requires no gluing to hold it in operative position with relation to the backing sheet.

In order to produce a more perfect effect of a pyramid of cartons, the backing sheet extends beyond the sides of the pyramidal or other formed stack of cartons and which extended sides designated at 21, are printed to correspond with the printed front sheet 2.

The improved display device hereinbefore described is simple to manufacture and there is no limit within reason as regards the size or shape of the device. The device may be packed in a comparatively small compass depending on the dimensions of the back sheet which may be of any size or shape required to give space for whatever additional printing matter necessary to produce a representation of a stack of cartons.

Various modifications may be made in carrying out the constructional details of the invention hereinbefore described or in the application of the invention, wholly or partly, and it is to be understood that any modification coming fairly within the terms of the appended claims shall be covered thereby.

I claim:

1. A display device of the class described comprising a rigid non-folding backing sheet; a folding front sheet secured to said backing sheet so as to collapse thereon; said front sheet being prepared to represent superposed rows of cartons forming a pyramidal shape having stepped sides; said front sheet having folding side sections secured to said backing sheet; said side sections in conjunction with folding flaps having tuck-in ends extending from said side sections forming said stepped sides, and said flaps pro-

viding means whereby the display device is retained in the set up position.

2. A display device according to claim 1 wherein said backing sheet is extended beyond said front sheet when in the set up position so as to form a continuation of the advertising effect produced.

3. A display device according to claim 1 wherein said backing sheet is extended at the top to provide a display card standing above said front sheet.

Signed at Yonkers, county of West Chester, State of New York, this 26th day of March, 1930.

MORRIS M. EINSON. 80

85

90

95

100

105

110

115

120

125

130