

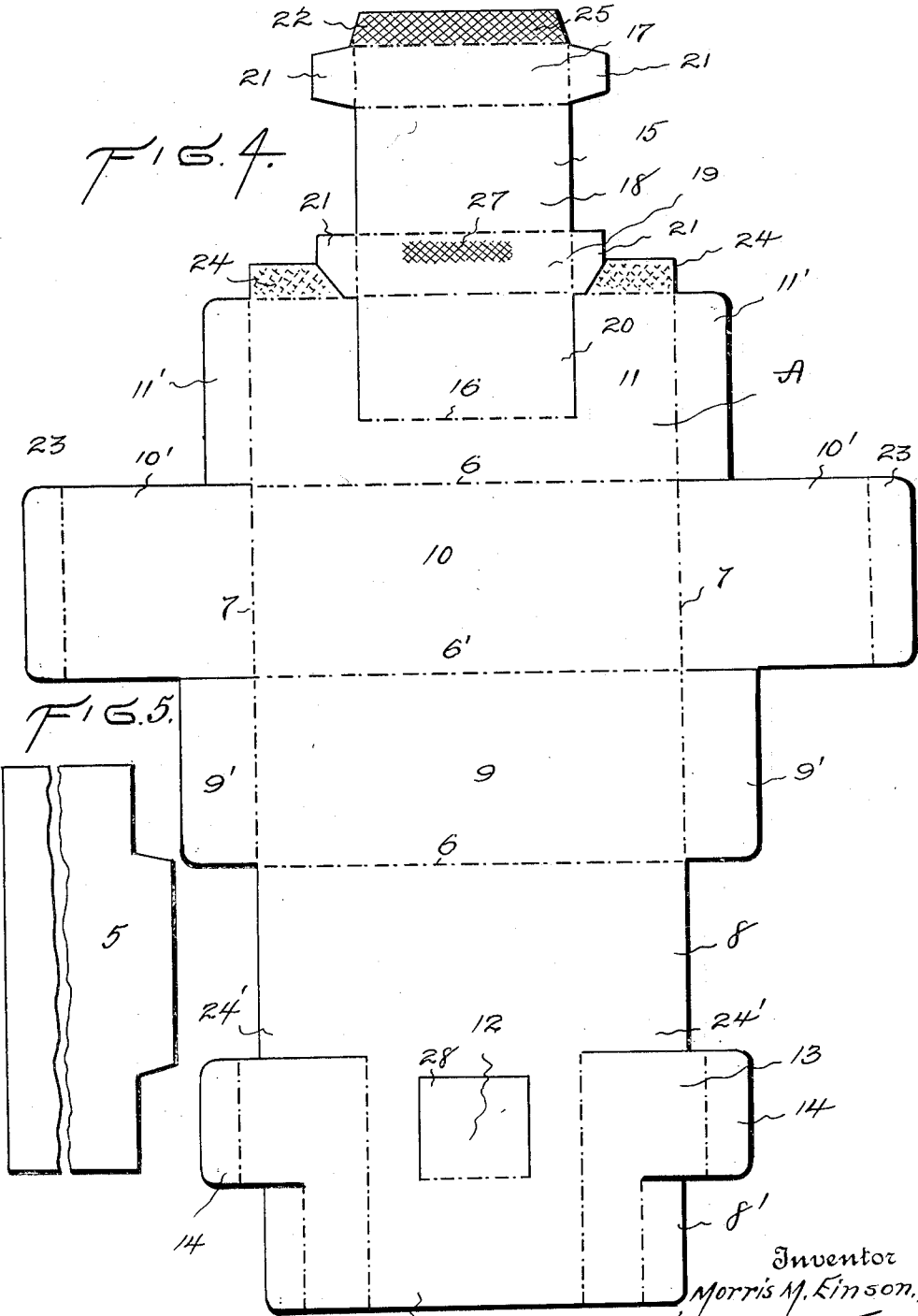
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DISPLAY DEVICE

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DISPLAY DEVICE

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This invention relates to advertising devices and consists of new and useful improvements in devices of a certain class which are employed for counter or window display purposes. Heretofore devices of this kind have been proposed and form the subject matter of co-pending applications and in these particular forms the device is collapsible so as to be capable of being packed into a small compass. These devices, when set up for service, form a pyramid or other suitable shape and are designed, constructed and printed to represent a number of cartons or containers for merchandise arranged in a stack or pile so as to produce the desired effect. The present invention provides a more simple construction of the device which may be better adapted for use to meet special conditions, for example, the present form lends itself particularly well for representing comparatively long cartons lying in a horizontal position.

In carrying out the present invention, the improved device is composed of two or more sections which are piled or stacked one on top of the other, the lowermost section forming the base or pedestal and the other sections being supported by said base section. The sections are integral with each other or are so connected or united that they form a single unit and are folded as one unit to place the device in its collapsed or non-operative position and also in the set up position for service.

In one embodiment of the invention, where the sections are integral, the device is composed of a single blank and in the other embodiment the sections are each made of an individual blank and all united together adhesively or otherwise, so as to form the complete device in a single unit. In both said embodiments the device is simple of construction and also operation permitting easy manipulation of the same to set it up for display purposes. When set up, means are provided to retain the device in that position and maintain rigidity of the structure so as to provide an efficient device which will stand firmly on a counter, for example, and if required, actual merchandise may be placed and supported on

the steps or ledges which can easily be provided for in the designing of the structure.

The improved device offers exceptionally efficient means for advertising merchandise and the like in itself but if an additional show card is required the same may be secured at the back of the device which will provide a rigid and firm support for said card.

The several embodiments of the invention will be hereinafter more fully described with reference to the accompanying drawings, wherein—

Figure 1 is a perspective view showing one form of the improved device in its complete and set up position;

Figure 2 is a central cross section of said device;

Figure 3 is a cross section showing another embodiment or modification of the invention;

Figure 4 is a plan view of a single blank which is used in carrying out the first and preferred embodiment of the invention; and,

Figure 5 is a detail view showing the show card which is added to the device to increase the advertising surface of the device.

Referring to said drawings it should first be understood that the device may be composed of as many sections as may be reasonably desired and these sections can be arranged in various ways to get different designs or shapes of display devices. In the example illustrated in Figure 1 the device is made up of three sections 1, 2 and 3. The lower section 1 forms the base or support for the other sections which are piled one on top of the other. It will be noted that each section is printed or otherwise prepared so as to represent a number of cartons 4 arranged in stacks as above described. The cartons so represented form a complete advertising medium in themselves but if additional advertising surface is required the show card 5 is secured to the back wall at the top of the uppermost pile of cartons.

In carrying out one embodiment of the invention the device is constructed of a single blank A illustrated by Figure 4 of said drawings. This blank is divided into a number of divisions by horizontal creased lines 6 and vertical creased lines 7. The main divisions

of the blank are designated by the reference numerals 8, 9, 10 and 11 and these main divisions respectively have connected thereto the side flaps 8', 9', 10' and 11'. The section 8 carries the cut out connecting piece 12 and separately folding section 13, the latter having connected thereto tuck-in flaps 14. Section 11 has projecting therefrom extension 15 which is cut out and hinged on the line 16. This section 15 is sub-divided into portions 17, 18, 19 and 20. The portion 17 has connected thereto tuck-in tabs 21 at the sides thereof and the glue lap 22 at the free end thereof. The flaps 10' have the folded tuck-in ends 23 which latter with the other flaps and tuck-ins referred to, operate as means for retaining the device in the folded set up position. Section 11 also has connected thereto the folding glue laps 24.

The reference numerals given to the different sections and parts of the blank will be indicated in the assembled Figure 1 so that the position of the same parts in the folded or assembled structure may be readily identified.

In the first or initial folding operation the blank is simply doubled over on the central score line 6' so that the glued surfaces of one part of the blank will adhere to the contacting surfaces of the other part of the blank. Glued surface 25 of the lap 22 is brought into contact with the lower end 26 of the section 8; the glued surface 27 on section 19 is brought in contact with the end 28 of the connecting piece 12, and the reversed glued surface of folding laps 24 contact with surfaces 24' of division 8. When the sections are so folded and glued the blank lies in its flat condition in which it is delivered and may then readily be assembled for the purpose of setting up the display device. In setting up the device the flaps 10, 9' and 11' and the tuck-in ends are folded to form the end walls of the lower section 1. In this folded set up position the division 11 of the blank forms the top wall of the lower or supporting section 1. Divisions 10, 9 and 8 form respectively the front, bottom and back wall of section 1 and flaps 10' form the side walls of this section. Divisions 19 and 20 form respectively the top and front of the section 2 and the top and front of section 3 are formed respectively by divisions 17 and 18. Divisions 13 form the side walls of the sections 2 and 3 and the continuation of section 8 forms the back wall of the latter two sections.

In the flat or collapsed position of the device the divisions 10, 11, 17, 18, 19 and 20 of the blank fold up against the divisions 19 and 8. Also in the folded or collapsed position, the flaps 10' are preferably folded back over the other folded sections so as to bring the folded structure into the smallest possible compass. It will be noted in the sec-

tional view (Figure 2) the direction in which the set up structure will fold into the collapsed position is indicated by broken line arrows *a*.

Describing the modified construction, shown in Figure 3, herein the structure when set up is precisely similar in appearance to the previously described structure but in this modified form each section is composed of a separate blank folded to form a rectangular box-like construction or in fact with this form, the different sections are similar to an ordinary carton having the usual tuck-in flaps for closing the ends thereof. These separate sections may be of various shapes and sizes so as to obtain a completed or assembled structure of any desired shape. In assembling these separate sections they are united together either adhesively or by ordinary interlocking tongues and the like so as to be permanently held in the position as shown wherein one section is placed on top of the other so as to get a pyramid or tier effect, for example. In this modification, the sections are so united together that when they are folded or collapsed in a direction indicated by broken line arrows *b*, the different sections will fold flat one on top of the other and in this position the device is capable of being folded into the smallest possible compass.

It is evident that certain modifications may be made in carrying out the hereinbefore described invention and it is intended that any modification coming fairly within the terms of the appended claims shall be covered thereby.

I claim:

1. A display or advertising device of the class described composed of a single sheet foldable on itself so as to represent a plurality of sections or parts piled one on top of the other and said sheet being folded and having its ends united together so as to form a structure folding as a single unit into a flat or a collapsed condition.

2. A display or advertising device of the class described composed of a single sheet foldable on itself so as to represent a plurality of sections or parts piled one on top of the other, said sheet being folded and having its ends united together so as to form a structure folding as a single unit into set up and collapsed positions, and said device being held in the set up position by means located at the sides thereof.

3. A display device of the class described comprising a plurality of sections mounted one on top of the other and united together so as to fold as a single unit, the lower section forming a supporting base, said sections being arranged in stepped relation with each other and the lower section having a show card secured thereto.

4. A display device of the class described

composed of a single sheet blank arranged to be folded transversely on itself and having its ends united together so as to form a structure representing sections placed one on top of the other in a stepped or tier-like relation and said structure being arranged to fold into a flat or collapsed condition.

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5. A display device of the class described composed of a single sheet blank arranged to be folded transversely on itself and having its ends united together so as to form a structure representing sections placed one on top of the other in a stepped or tier-like relation, said structure being arranged to fold into set up and collapsed positions, means for closing the sides of said structure and said latter means serving to retain the device in its folded set up position.

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6. A display device of the class described composed of a single blank divided into a plurality of divisions which when folded form a plurality of parts or sections of the device arranged in a stepped relation to produce a pyramidal or tier-like effect, said blank in the assembling thereof being folded over substantially at a central point and the two ends secured together by adhesive means to form the structure in its flat or collapsed position.

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7. A display device of the class described composed of a single blank divided into a plurality of divisions which when folded form a plurality of parts or sections of the device arranged in a stepped relation to produce a pyramidal or tier-like effect, said blank in the assembling thereof being folded over substantially at a central point with the two ends thereof secured together by adhesive means to form the structure in its flat or collapsed position and said folded structure being arranged to be placed in its set up or operative position by opening the folded blank to bring the several sections into the display position.

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8. A display device of the class described composed of a single blank divided into a plurality of divisions which when folded form a plurality of parts or sections of the device arranged in a stepped relation to produce a pyramidal or tier-like effect, said blank in the assembling thereof being folded over substantially at a central point with the two ends thereof secured together by adhesive means to form the structure in its flat or collapsed position, said folded structure being arranged to be placed in its set up or operative position by opening the folded blank to bring the several sections into the display position and means comprising flaps and tuck-in devices closing the sides of the structure and retaining it in the set up condition.

In testimony whereof I affix my signature.

MORRIS M. EINSON.