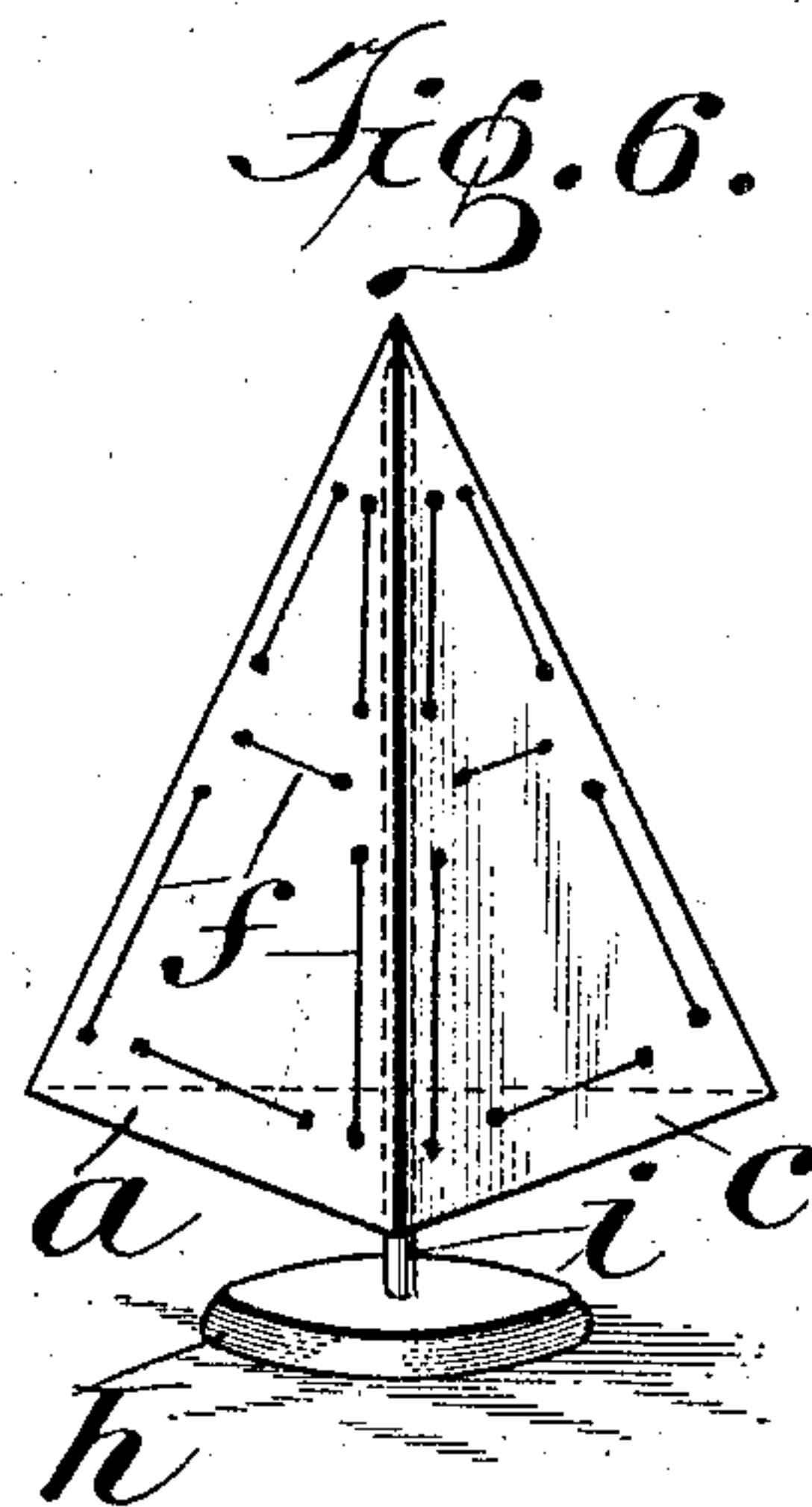
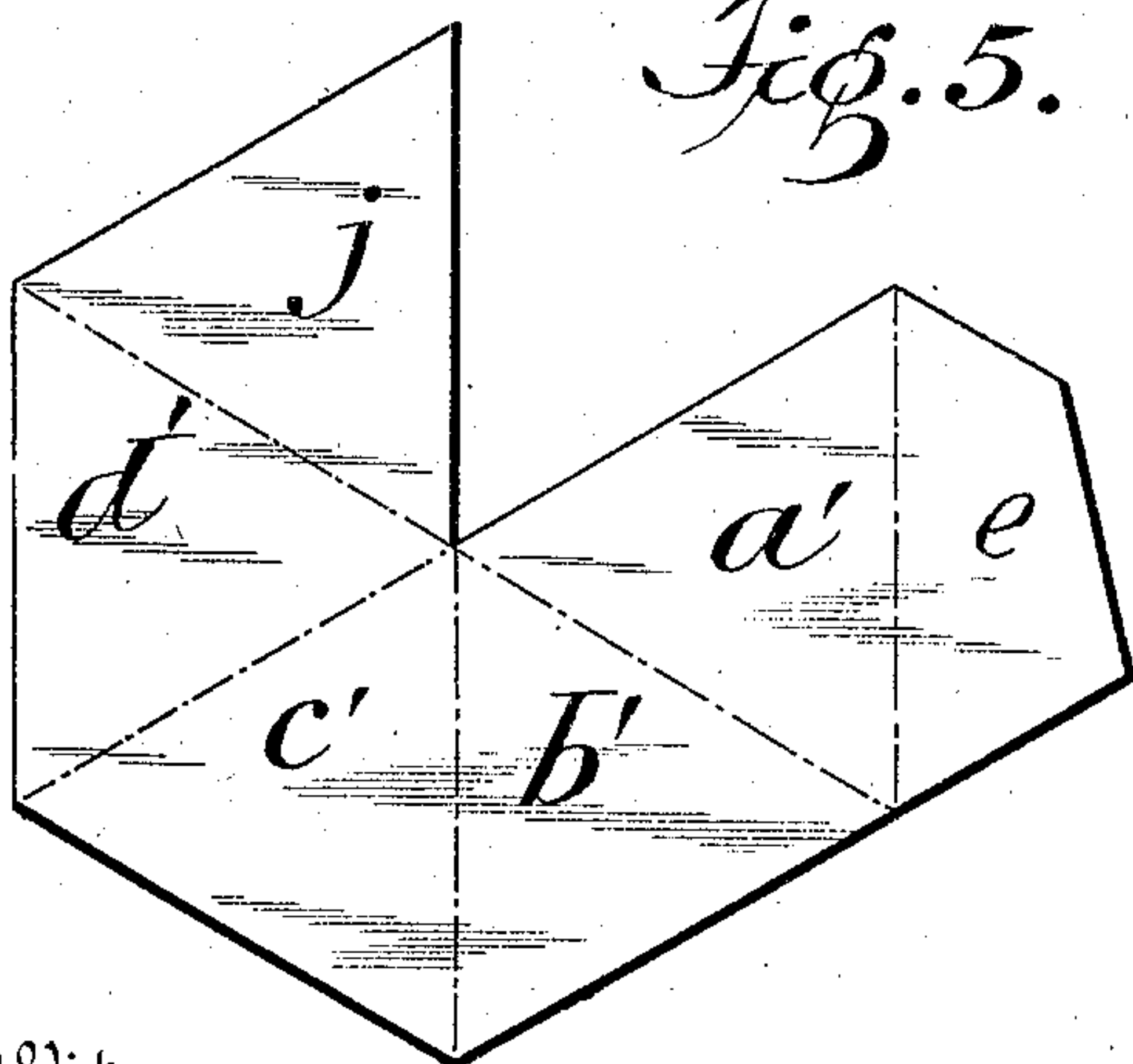
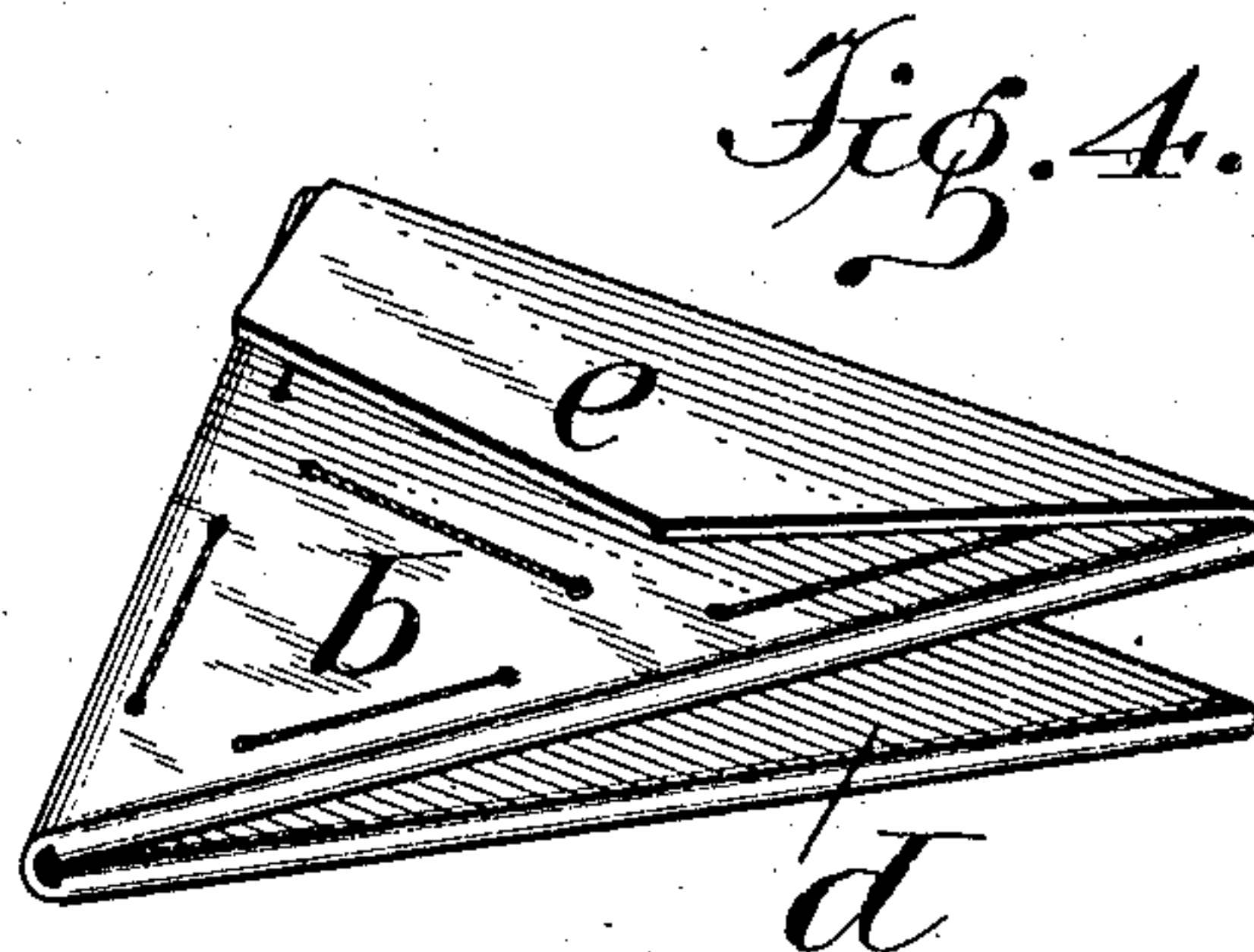
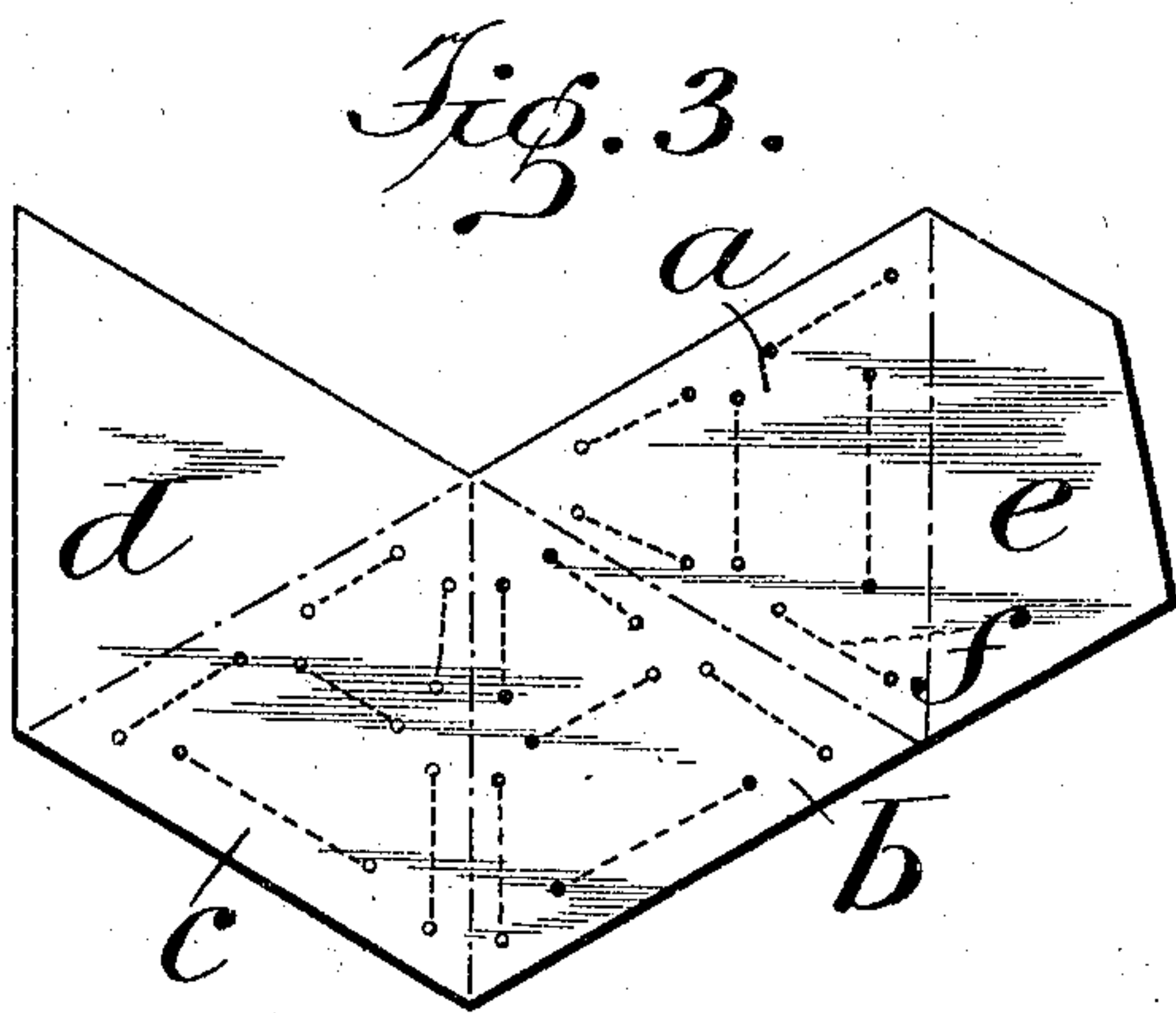
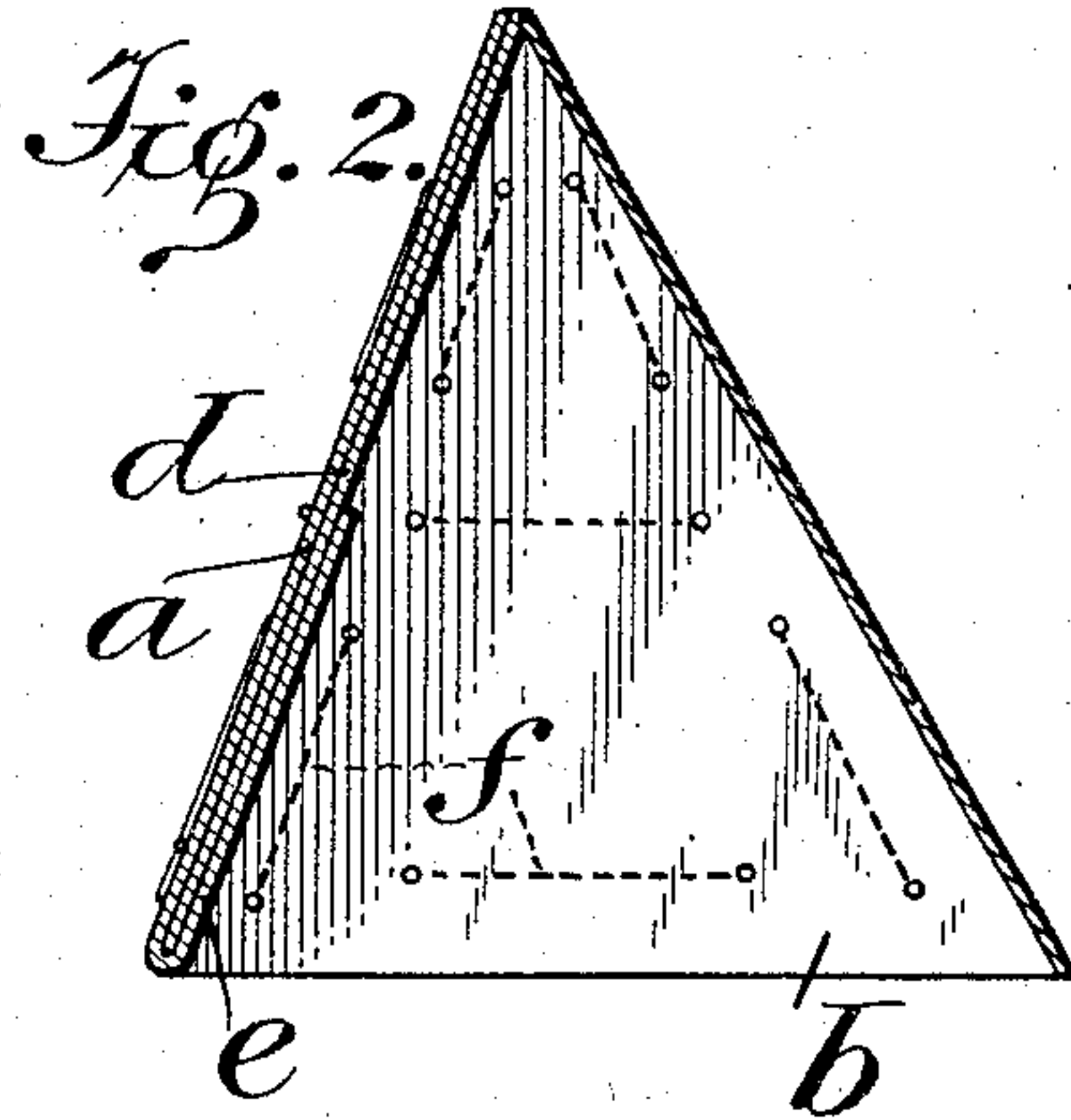
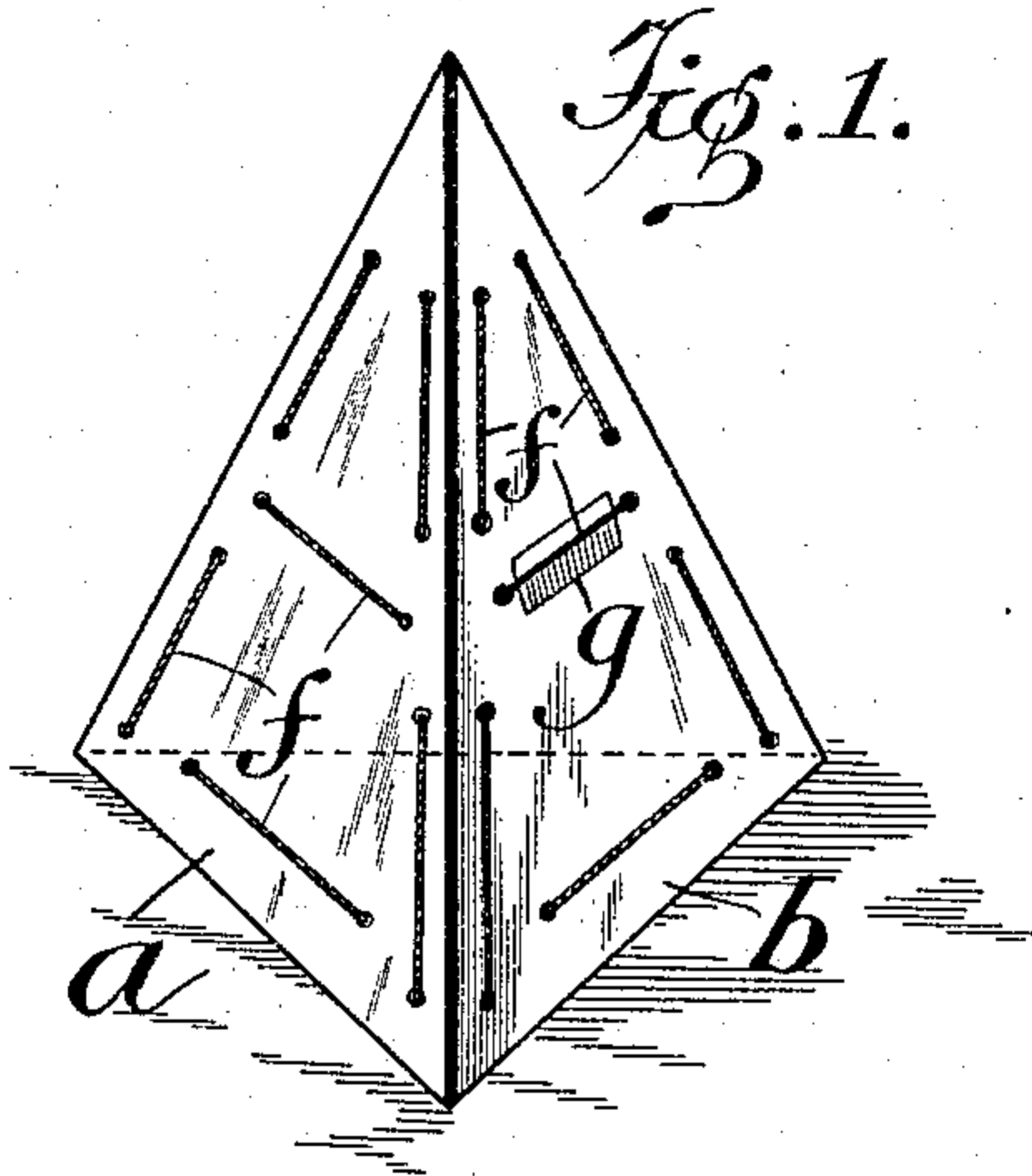


No. 790,066.

PATENTED MAY 16, 1905.

M. LICHTER.  
DISPLAY DEVICE.

APPLICATION FILED OCT. 14, 1904.



Witnesses  
*A. R. Appleman*  
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By his Attorney *Alfred Hedlock*



# UNITED STATES PATENT OFFICE.

MALVIN LICHTER, OF NEW YORK, N. Y., ASSIGNOR TO MAX G. COHN & CO., OF NEW YORK, N. Y., A PARTNERSHIP.

## DISPLAY DEVICE.

SPECIFICATION forming part of Letters Patent No. 790,066, dated May 16, 1905.

Application filed October 14, 1904. Serial No. 228,450.

*To all whom it may concern:*

Be it known that I, MALVIN LICHTER, a citizen of the United States, and a resident of New York, county and State of New York, have invented Improvements in Display Devices, of which the following is a specification.

The object of this invention is the production of a simple and effective device adapted to be used in the exhibition of small articles or apparatus which are distributed to the selling agent or dealer in quantities put up in boxes or packages and to be folded or knocked down to such size and shape to be readily packed and occupy but little space in the boxes or packages in which the articles, apparatus, or goods are shipped.

The display device of this invention is composed of a single piece of pasteboard, cardboard, or other suitable material in the sheet so formed and comprising sections that when suitably folded on the dividing-lines of such sections a pyramidal figure will be formed the sides of which will be provided with means, as cords or threads, for the attachment thereto of the articles, apparatus, or goods to be displayed, other sections or portions being provided which when brought together will constitute a lock for holding the display-section in operative position. All of the display-sections and locking portions are also so arranged that they may be folded flatwise, so that the base area of the device folded or knocked down will not exceed that of one of the display sides.

The invention also contemplates the combination of a support or stand for the display device, all of which will be hereinafter described by reference had to the accompanying drawings.

Figure 1 is a perspective view of the display device set up in condition for use. Fig. 2 is a vertical section of the same, in which the parts of the device are arranged to cause it to retain its operative form. Fig. 3 is a plan view of a piece of cardboard or other suitable material cut or formed according to and to produce the device of this invention. Fig. 4 represents the same knocked down or

folded for transportation. Fig. 5 is a plan view of a modification in the form of the blank adapted when erected or assembled to produce a display device having a different number of sides from that shown in the other views of the drawings, and Fig. 6 illustrates a display device made according to this invention in combination with a stand upon which it may be revolved.

The display device, as shown in the principal views of the drawings, is a three-sided pyramid, for the production of which a blank is formed, as shown at Fig. 3, suitably creased, so as to be readily folded on the dotted lines, the main sections of the blank being triangular in shape. Those marked *a*, *b*, and *c* constitute the display sides of the device. The section *d* forms a part of the means for locking or holding the device in its erected condition, the other part of such means consisting of the portion *e*, which extends from the outer boundary-line of the section *a*. When the blank is folded on the creased lines to produce the article, as shown at Figs. 1 and 6, the section *d* is arranged inside of and against the section *a* and the portion or flap *e* is folded inwardly and upwardly against the inside of the section *d*, as clearly shown at Fig. 2, thus firmly holding the folded blank in pyramidal form.

The sections or portions of the device which are exposed in the completed form will be provided with means, as threads or cords *f*, for the attachment of the articles to be displayed on the device, an illustration of such attachment being given at Fig. 1, where a comb *g* is shown applied to one of the attaching-threads *f*. The device in its knockdown condition, with the various sections and portions folded flatwise together, as shown at Fig. 4, is adapted to be packed in the boxes or packages containing the articles to be displayed on the device and in which they are transported, occupying but little space therein. It will be understood, of course, that the exposed sides, on which the articles are displayed, may be provided with advertising matter.



As a means for facilitating the exhibition of articles attached to the device it is proposed to use a stand in combination therewith, consisting of a base *h* and a rod *i*,  
 5 seated in a hole in the center of the base, extending vertically and of sufficient height to hold the device by its apex resting on the top of the rod, so that said display device may be freely rotated.

10 It is not an essential feature of this invention that the device in its completed erected form be limited in the number of surfaces for display purposes to three sides, as shown in the views of the drawings above referred to.

15 It may be made with any desired or suitable number of sides. Fig. 4 illustrates a blank form for the production of a four-sided pyramidal display device, the sections *a' b' c' d'* of which will when folded constitute the display-surfaces, and the section *j*, with the portion or flap *e*, will form the holding or locking  
 20 means of the device.

It will be readily understood that the display sides of the device need not be identical  
 25 in shape and size, nor need the sides extend fully to the apex of the pyramidal form of the figure of the erected device, particularly when it is used without the supporting-stand, which requires that the sides be extended to  
 30 the apex of the pyramid to afford a means of

support on the top of the vertical rod of the support.

I claim as my invention—

1. A display device, composed of a single piece of sheet material shaped to include a series  
 35 of adjoining sections and a flap portion extending from the outer edge of one of the end sections of the series, said sheet of material being bent or folded on the dividing-lines of the sections with the other end section located  
 40 against the inner side of the end section which is provided with the flap, and with the flap folded inwardly against the inner side of this other end section.

2. A display device, composed of a single  
 45 piece of sheet material shaped to include a series of triangular adjoining display-sections and a locking-section at one end of the series, and a flap extending from the outer edge of the display-section at the other end of the se-  
 50 ries; adapted to be folded into pyramidal form with the locking end section and the flap folded together in the interior of the pyramid.

In testimony whereof I have hereunto subscribed my name this 7th day of October, 1904. 55

MALVIN LICHTER.

Witnesses:

D. E. JACOBS,  
 W. J. PARFREY.