

Jan. 2, 1923.

1,440,839.

E. R. PHELPS.
FOLDING DISPLAY DEVICE.
FILED MAY 4, 1921.

Fig. 1.

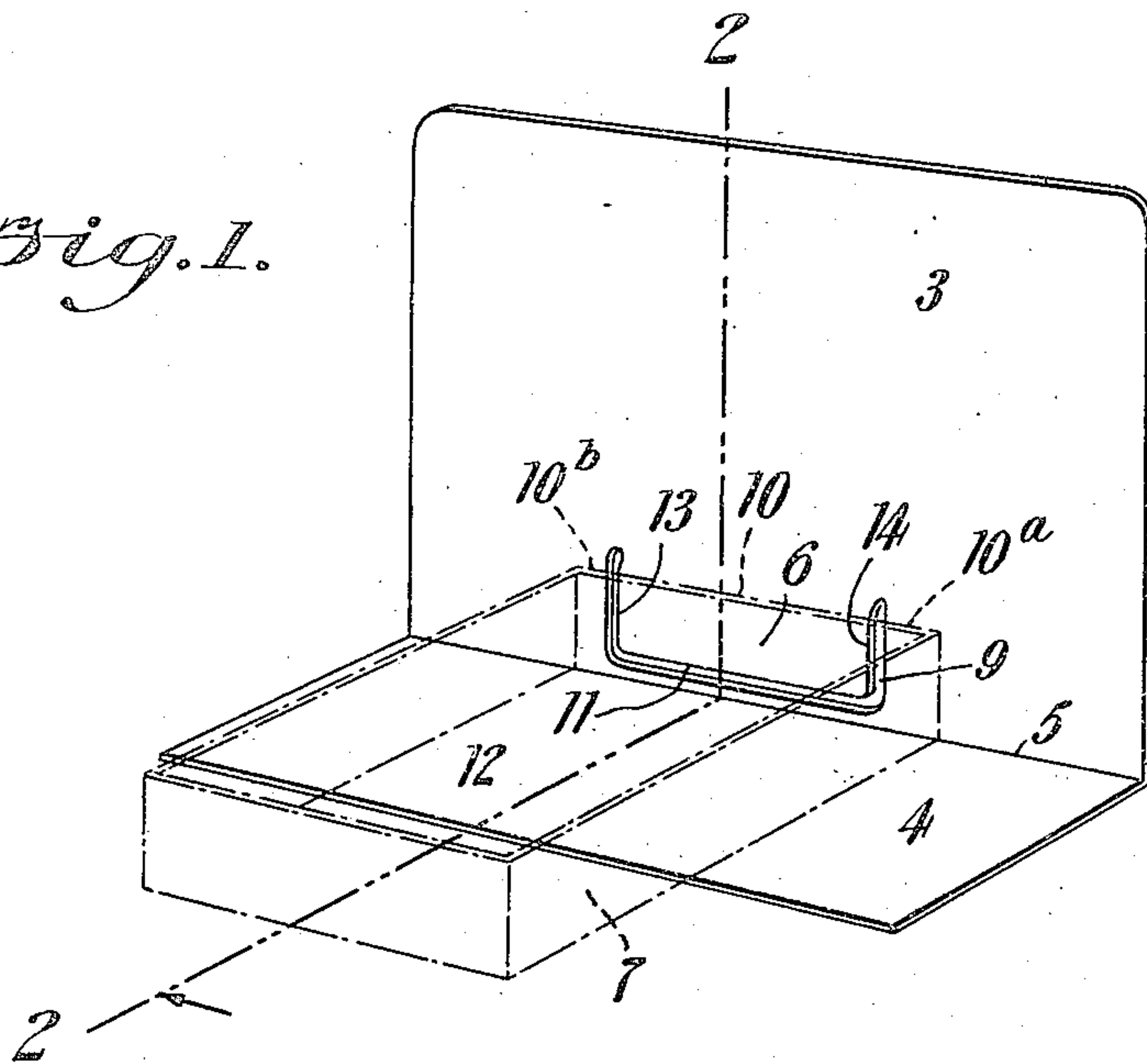
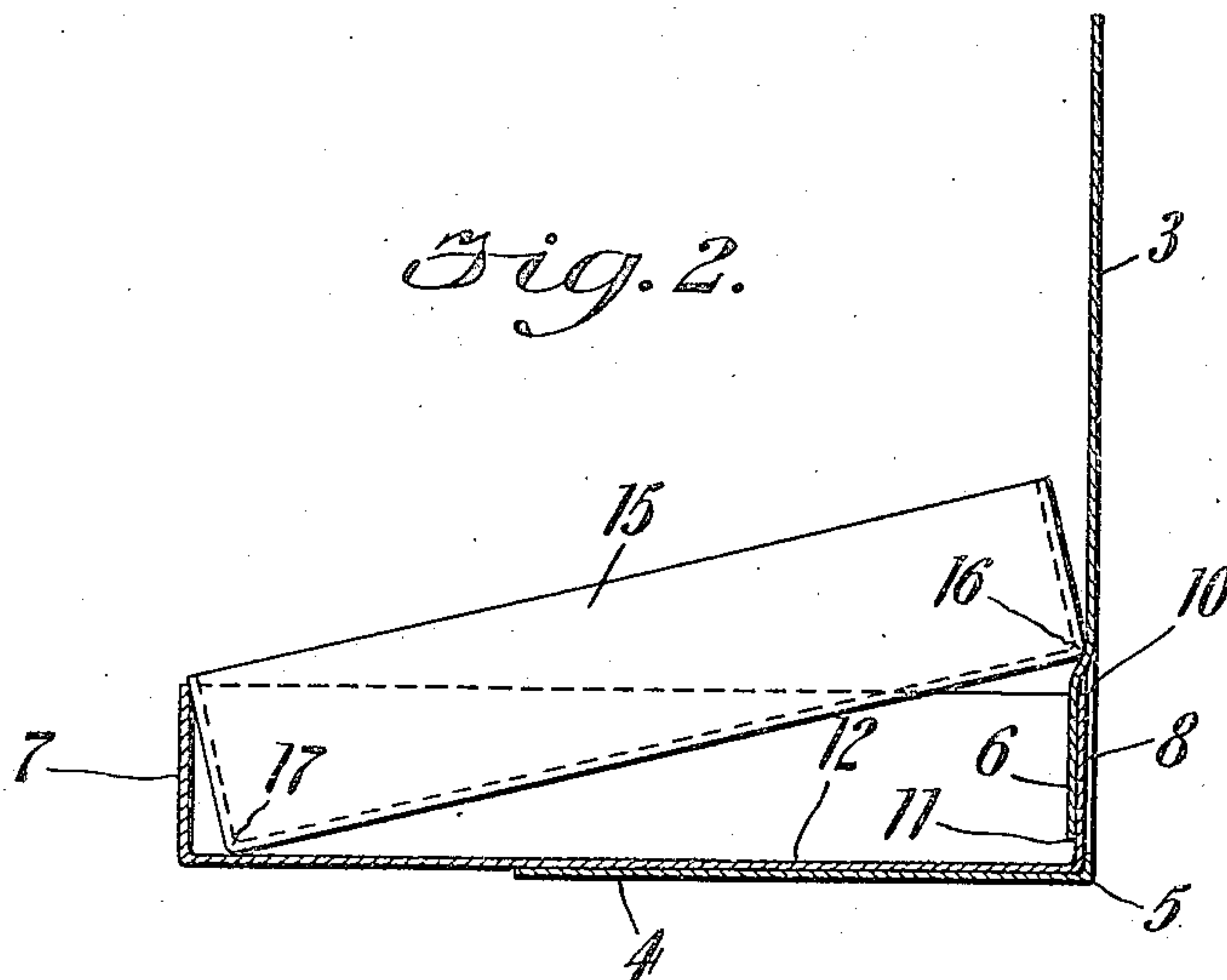


Fig. 2.



Inventor,
Erastus R. Phelps
By Wilbur McStone
his Attorney.

UNITED STATES PATENT OFFICE.

ERASTUS R. PHELPS, OF HIGHLAND PARK, ILLINOIS, ASSIGNOR TO AMERICAN LITHOGRAPHIC COMPANY, OF NEW YORK, N. Y., A CORPORATION OF NEW YORK.

FOLDING DISPLAY DEVICE.

Application filed May 24, 1921. Serial No. 472,082.

To all whom it may concern:

Be it known that I, ERASTUS R. PHELPS, a citizen of the United States, and a resident of Highland Park, in the county of Lake and State of Illinois, have invented certain new and useful Improvements in Folding Display Devices, of which the following is a specification.

This invention relates to folding display devices and has for its object to provide a device of the character specified simple in construction, which may be folded into flat form for shipping, and when erected into display position, in connection with a box or carton to be displayed therewith, is rigid, and in combination with the box or carton, self-sustaining.

To these ends my improvements comprise features illustrated in their preferred embodiment in the drawing accompanying this specification; wherein:—

Figure 1 is a perspective view of my improved device in erected form and Fig. 2 is an enlarged sectional view taken on line 2, 2 of Fig. 1 and shows a modified use of the device.

My improved device comprises two flat members 3 and 4 articulated along a common line 5, whereby said members may be folded against one another so as to occupy a minimum space for shipping. When erected for use, said members are disposed at substantially right angles to each other, one of said members, as 4, adapted to sustain the bottom of the carton thereon and resting on some suitable support, such as a show case or counter, not shown, and the other, as 3, standing erect for display purposes. To hold said member 3 erect, tongue 6 is provided therein for entrance into the open-topped box or carton 7 closely adjacent one vertical wall, as 8 thereof. Said tongue may be formed integral with member 3 by forming a U shaped cut 9 therein, whereby the downwardly extending tongue 6 is formed. Said tongue extends toward said line of articulation 5, from a point slightly above the top edge 10 of the box or carton to be displayed and terminates at a distance from line 5 slightly greater than the thickness of bottom 12 of the carton, so that the lower edge 11 of said tongue will not quite reach the bottom of said box.

Also said tongue has a width from 13 to 14 less than the width of wall 8 of the carton with which it engages, so that said tongue will clamp the end portions 10^a and 10^b of said wall against member 3, thereby holding the carton securely in place and thereby holding member 3 in erect position.

In some instances it is desirable to erect on my improved display device both a container and its cover. In such cases carton 7, Figs. 1 and 2, may be made to serve as an inverted cover to a container member 15, Fig. 2, erected in tipped-up relation within said carton 7 and which may contain merchandise to be displayed. The forward end 17 of container 15 would then rest on the forward end of the inside of the bottom of carton 7. The insertion of tongue 6 into carton 7 so shortens the interior of said carton from wall 8 to the front wall opposite thereto as to prevent heel 16 of container 15 from descending into said carton 7, said heel being engaged and supported by the upper portion of tongue 6.

I claim:

1. In a folding display device for open-topped cartons the combination of a base member, and a display member articulated thereto, said display member having a tongue extending toward the articulation of the base and display members, said tongue being adapted to enter the carton and to clamp a vertical wall thereof against said display member in vertical position while said carton rests on said base member in horizontal position.

2. In a folding display device for open-topped cartons the combination of a base member, and a display member articulated thereto, said display member having a tongue extending toward the articulation of the base and display members, said tongue being adapted to enter the carton and to clamp a vertical wall thereof against said display member in vertical position while said carton rests on said base member in horizontal position, and said tongue being efficient for supporting one end of a container member erected within said carton in tipped-up position.

In witness whereof, I hereby affix my signature, this 20th day of May, 1921.

ERASTUS R. PHELPS.