Sept. 4, 1928. 1,682,745

J. E. FERGUSON ET AL

DISPLAY DEVICE FOR TIRES AND THE LIKE

Filed Dec. 10, 1923 2 Sheets-Sheet 1

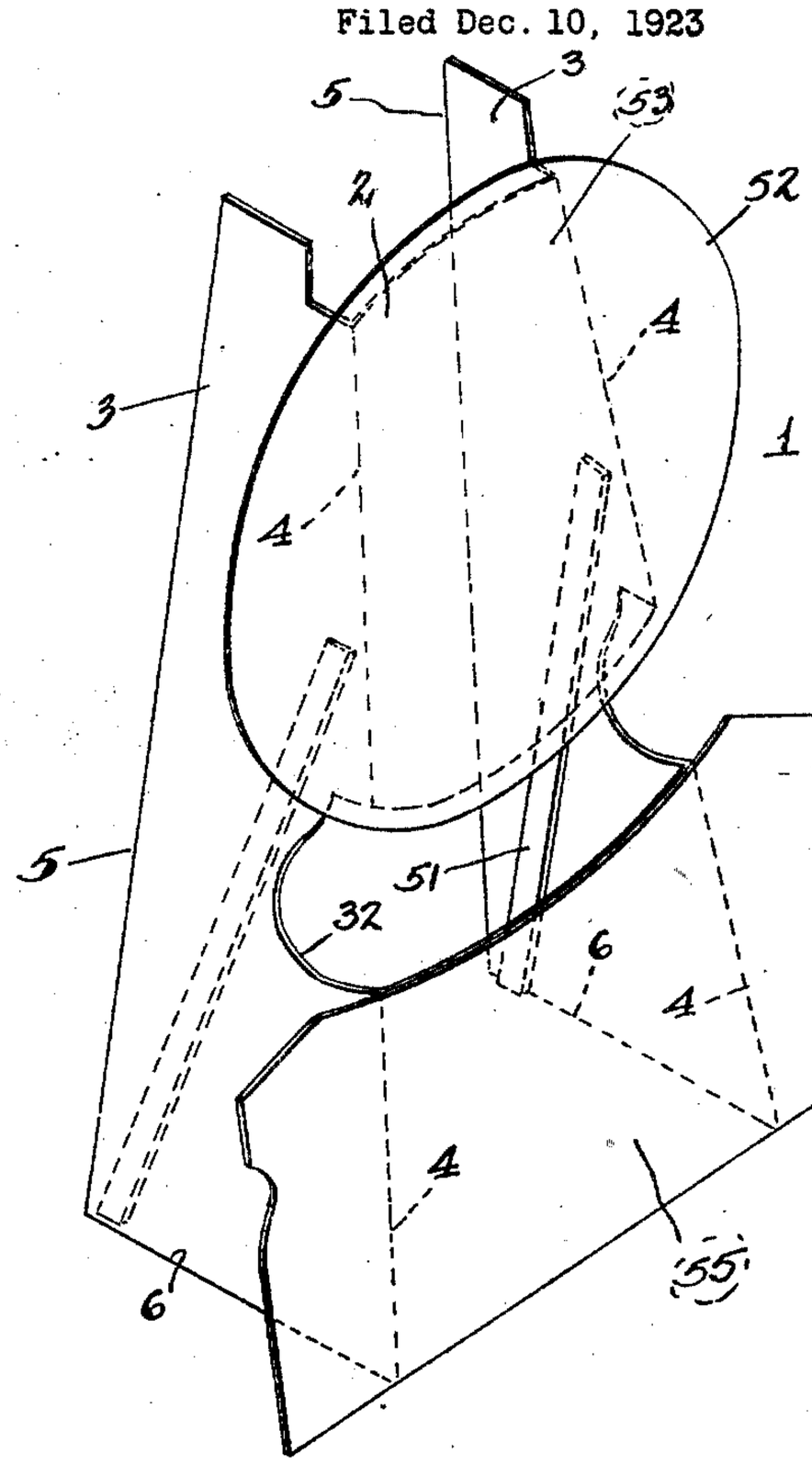

Fig. 1

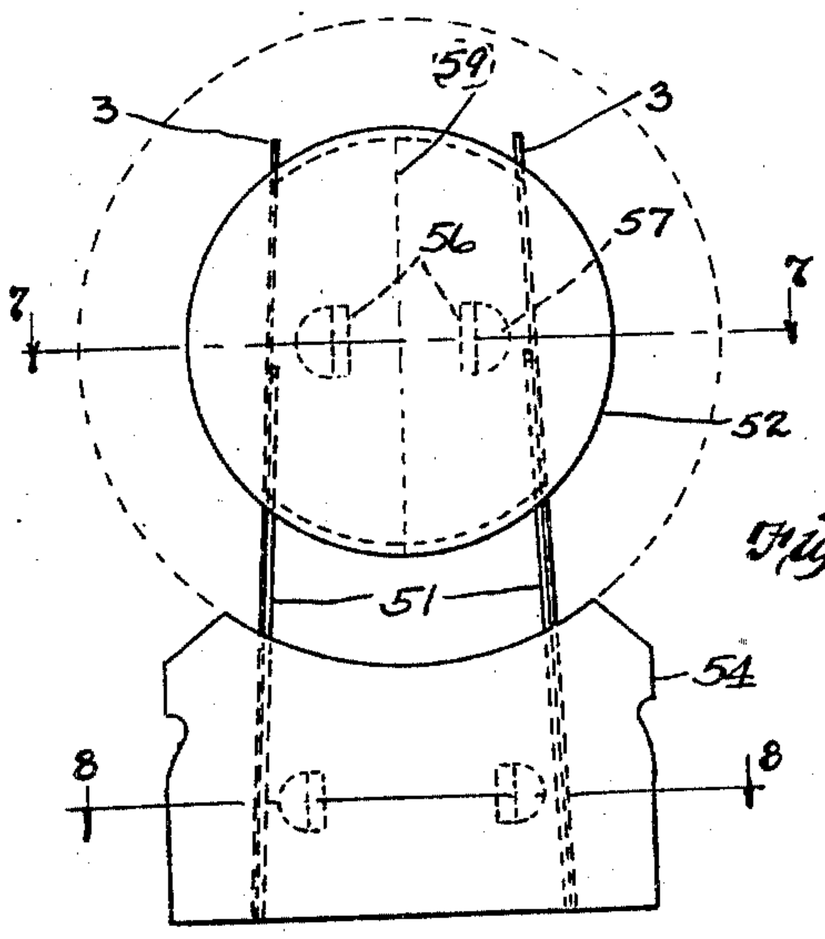

Fig. 2

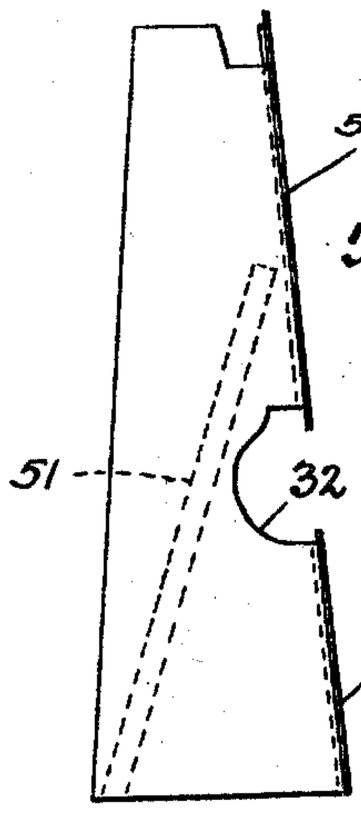

Fig. 3

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Fig. 4

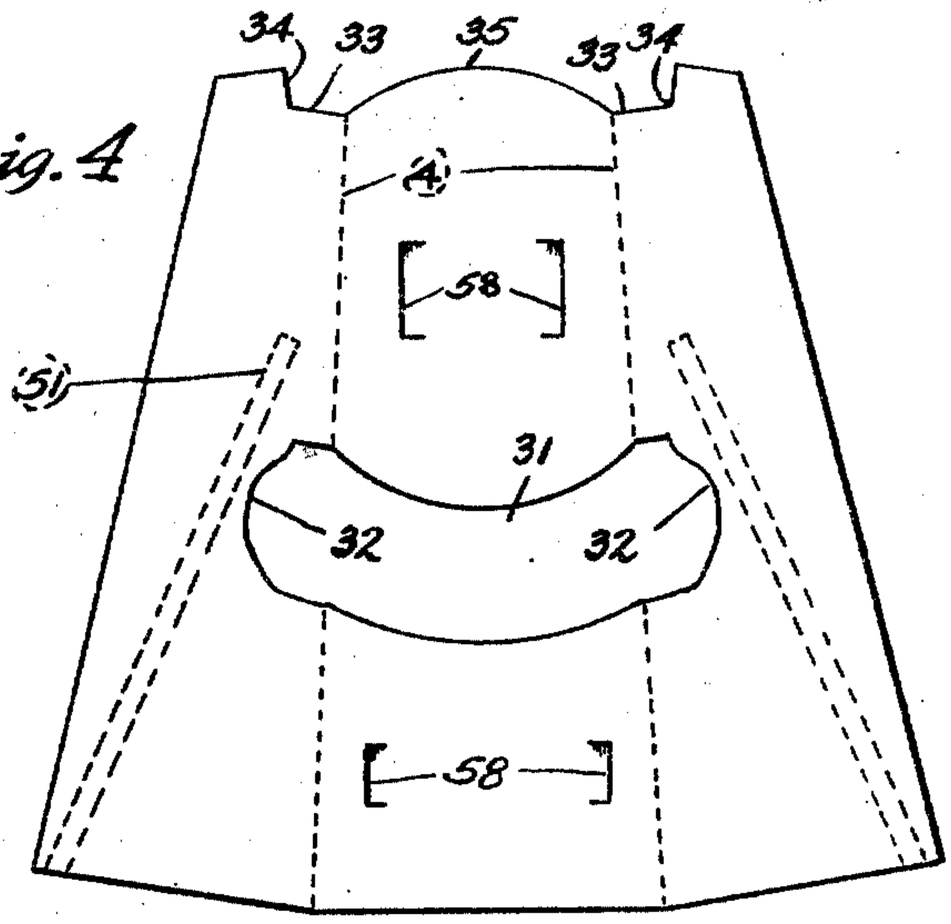
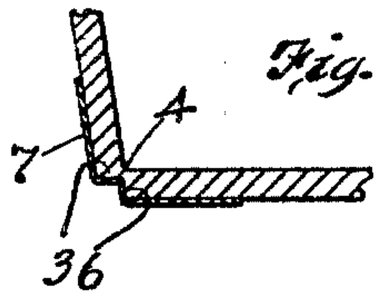


Fig. 9



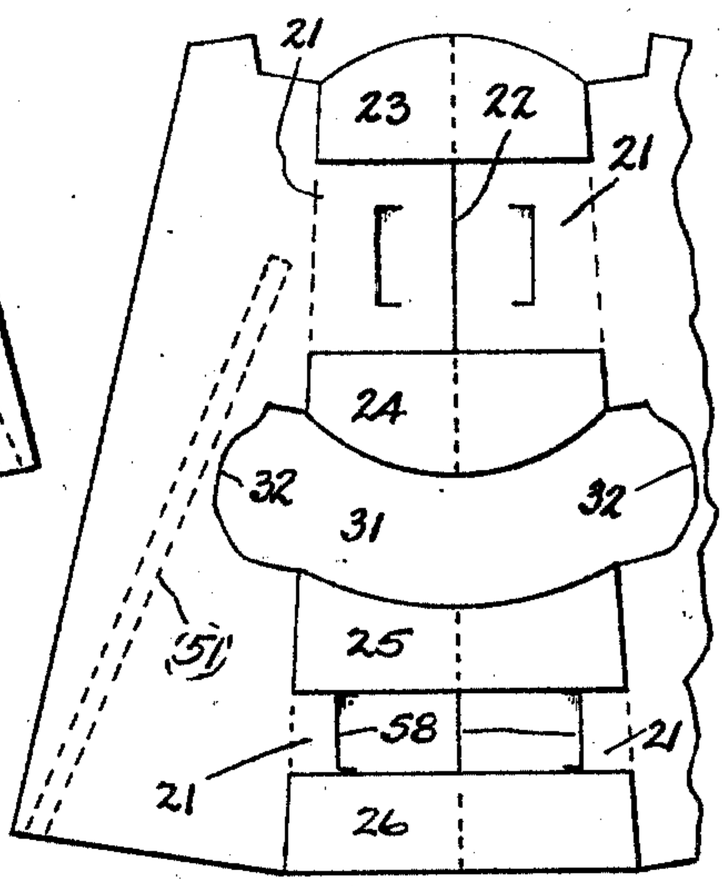


Fig 6

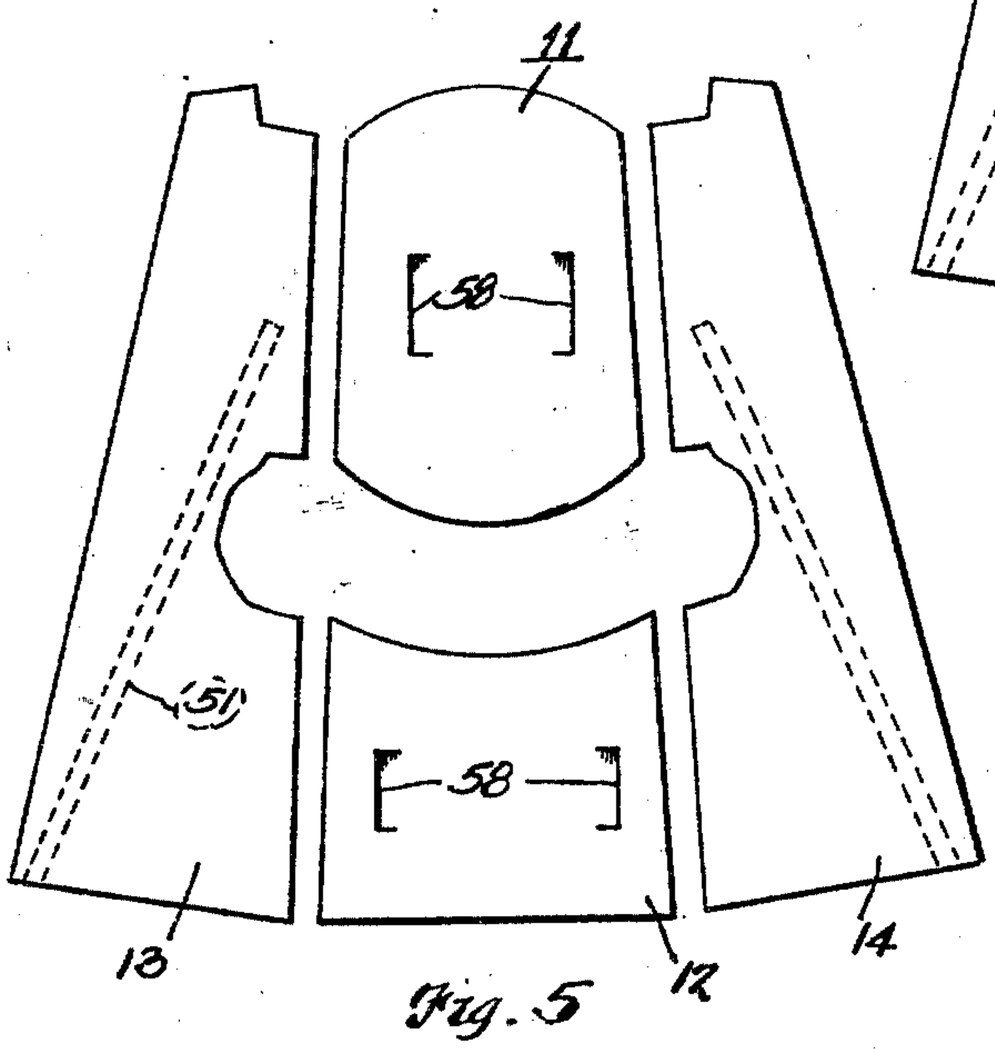


Fig. 5

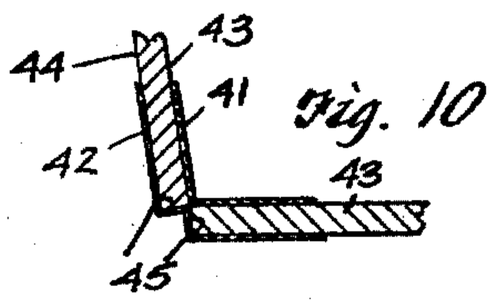


Fig. 10

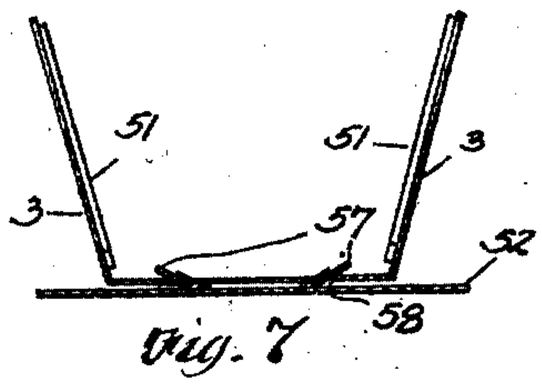


Fig. 7

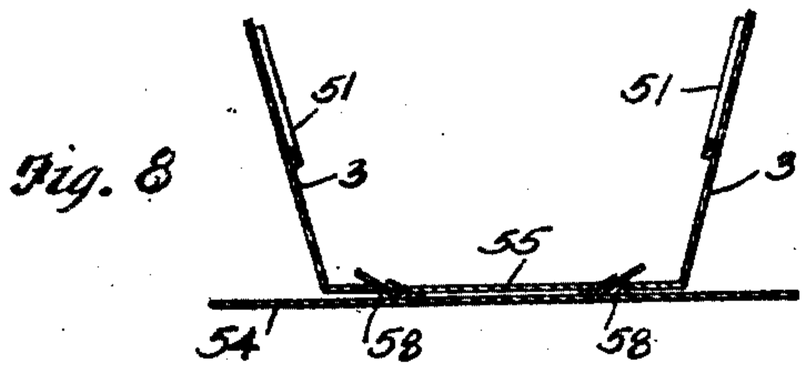


Fig. 8

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Patented Sept. 4, 1928. 1,682,745

UNITED STATES PATENT OFFICE.

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DISPLAY DEVICE FOR TIRES AND THE LIKE.

Application filed December 10, 1923. Serial No. 679,762.

This invention relates to a display device. More particularly it comprises a stand intended to support an automobile tire or the like, which, at the same time, is adapted to carry one or more attached or detachable display panels for advertising matter. It also contemplates the provision of a stand of such construction that the several parts thereof may be disassembled and folded so that the same may occupy relatively small space for shipment. To the accomplishment of the foregoing and related ends, said invention, then, consists of the means hereinafter fully described and particularly pointed out in the claims.

The annexed drawing and the following description set forth in detail an article of manufacture embodying the invention, such disclosed means constituting, however, but one of various structural forms in which the principle of the invention may be used.

In said annexed drawing:—

Fig. 1 is a perspective view of the display device, certain of the parts being indicated in dotted lines; Fig. 2 is a front elevation of the device; Fig. 3 is a side elevation of the device; Fig. 4 is a developed outline of the body of the device prior to folding; Fig. 5 is a developed outline showing the several parts of the device when constructed in sections; Fig. 6 is a developed outline showing another method of constructing the body of the device in sections; Fig. 7 is a horizontal sectional view taken along the line 7—7 shown in Fig. 2, looking in the direction of the arrows; Fig. 8 is a similar section taken along the line 8—8 shown in Fig. 2, looking in the direction of the arrows; Fig. 9 is a sectional detail view showing the construction of a joint where sheet stock is used and partially cut through before folding, and Fig. 10 is a sectional detail view showing a joint between panel sections where separately cut panel units are employed.

As is clearly shown in Figs. 1, 2 and 3 of the drawing, the preferred form of the invention comprises a display standard 1, having a main central panel 2, and a foldable wing panel 3 at either side thereof. The wing panels are hingedly connected with the central panel along lines 4, 4, extending from the base of said central panel to the top thereof at a slight inclination toward each other. The rearward edges 5, 5, of the side panels likewise are inclined inwardly toward their correspondingly inclined forward edges, and their lower edges 6, 6, are inclined upwardly in a direction away from their point of juncture with the central panel. The panel may be constructed of sheet material of various kinds, but it is found that heavy cardboard is very satisfactory. When wide sections of cardboard stock are available the central and side panels may be cut out of a single piece of stock and folded at each side of the center to produce the final form of the construction.

It is also possible, as is shown in Fig. 5 of the drawing, to form the display standard in a number of separate sections 11, 12, 13, 14, of suitable shape which may be joined by hinges of flexible material at the lateral edges of the central panel. Another method of forming the standard would be to cut two duplicate forms 21, 21, of the outline shown in Fig. 6 so that by reversing the same they will form complementary halves. These halves are closely juxtaposed along a central line 22, and reinforced by cross strips 23, 24, and 25, 26, along the upper and lower edges of the respective upper and lower central panel sections.

Whether built of a single sheet or in sections as above outlined, the standard prior to folding is provided with an arc-shaped aperture 31 extending completely across the lower central portion of the central panel and approximately one-third of their width into each of the side panels. Said arcuate-shaped aperture forms the segment of a circle of greater diameter than the width of said panel, and the ends of the aperture are disposed at a higher level than the central portion thereof. The ends 32 of this curved aperture are given a configuration corresponding to the outline of a half section of an automobile tire of the size for which the stand is intended to support. The upper portion of the stand is cut out in an arc-shaped outline turned reversely to and of

slightly smaller lateral extent than the central arc-shaped aperture heretofore referred to. Said cutout area, however, corresponds in outline to the lower half of the central cutout portion. The folding side panels at their upper edges thus provide horizontal seats 33, upon which the inner edges of the tire are adapted to rest and inclined shoulders 34 which abut against the rearward face of said tire. The upper edge 35 of the central panel is upwardly curved at the center and rests against the forward face of the tire.

The cardboard stock from which the panel is formed, may be partially cut through on its upper surface along the lines 4, 4, as is shown in Fig. 9 of the drawing, and strips 7, of flexible material may be pasted over the faces 36 formed by said cuts and the adjacent outer surfaces of the panels, after the wings are folded flatly against the rearward faces of the central panel. Where the wings are cut out of separate pieces it may be desirable to place flexible strips 41, 42, at the rearward sides 43 of the meeting edges of the panels, as well as on the front and end faces 44, 45, thereof, as is clearly shown in Fig. 10 of the drawing.

Where an object of considerable weight, such as an automobile tire, is to be sustained upon the standard, it is desirable to reinforce the same with suitable means, preferably with wooden strips 51 tacked or otherwise firmly secured to the inner or outer faces of each of the wing portions and extending diagonally from a point adjacent their rearward lower edges to a point adjacent the upper central portions and rearwardly of the central aperture.

As is clearly shown in Figs. 1, 2, 3, 7 and 8 of the drawing, two detachable display panels, adapted to be secured to the central panel of the standard, are provided. One of these panels 52 is of circular outline and of slightly larger diameter than the largest diameter of the upper section 53 of the central panel, and the other panel 54 is of somewhat greater area and lateral extent than the lower section 55 of the central panel. Each of these display panels is adapted to contain ornamental or advertising matter suited to the merchandise to be displayed, and they are each constructed so as to be readily detachable from said standard so that changes may be made without difficulty. Such changes are provided for by means of a pair of flaps 56 secured to the rearward face of each of said detachable display panels. The flaps are formed of pasteboard or other suitable material attached at one end to the rearward face of said panels and having their free ends 57 of curved outline. The upper and lower sections of the central panel are each provided with a pair of vertically extending slots 58 disposed at each side along a central line and the free ends of the flaps are adapted to be inserted in said slots to attach said detachable panels firmly to said standard.

The detachable display panel designed to be attached to the upper section of the central panel is adapted to be folded along a central vertical line, indicated at 59 in Fig. 2. By thus folding said panel it will be of lesser width than the greatest width of the central panel of the standard and the several parts of the display device may thus be disassembled and folded so as to occupy a very small space when it is desired to ship the same in a package coming within the limits of size required by the parcel post regulations.

It is also to be understood that the detachable display panel designed to be attached to the lower section of the central panel may be provided with extensions or wings which are foldable along a line scored upon the outer face thereof. Also the standard may be provided with detachable display panels associated with the individual wing panels in the same manner in which the other panels are secured to the standard and the position of the standard in a show window may then be at an angle instead of in the usual parallel relation to the front of such window.

It is also contemplated that advertising material may be applied directly to the outer face of the panel sections in any such cases where it is found undesirable to use detachable display panels. Likewise a detachable panel may be secured above the standard by attaching the same to the upper ends of the wing panels by means of slots and interlocking extensions or flaps as may be desired.

Other forms may be employed embodying the features of our invention instead of the one here explained, change being made in the form or construction, provided the elements stated by any of the following claims or the equivalent of such stated elements be employed.

We therefore particularly point out and distinctly claim as our invention:—

1. In an article of the character described, the combination of a standard comprising a central panel and wing panels foldable thereon, said standard being provided across its lower central portion with an arc-shaped aperture extending entirely across said central panel and having its ends located in said wing panels, said aperture providing a substantially horizontal recess across said standard when said wing panels are disposed at rearwardly extending angles to said central panel, a cutout portion provided at the top of said panel, the top edges of the standard at said cutout portion and at the lower side of said transverse aperture providing seats for supporting an article of merchandise.

2. In an article of the character described, he combination of a standard comprising a entral panel, wings hingedly connected

therewith and adapted to fold compactly against the same, spaced complemental arcuate seats formed on said standard for supporting an article of merchandise, and detachable panels adapted to be secured to said central panel after said merchandise is in position, the marginal portions of said detachable panels concealing the points of support of said article by said standard.

Signed by us, this 8th day of December, 1923.

JAMES E. FERGUSON.
HENRY L. MOONEY.