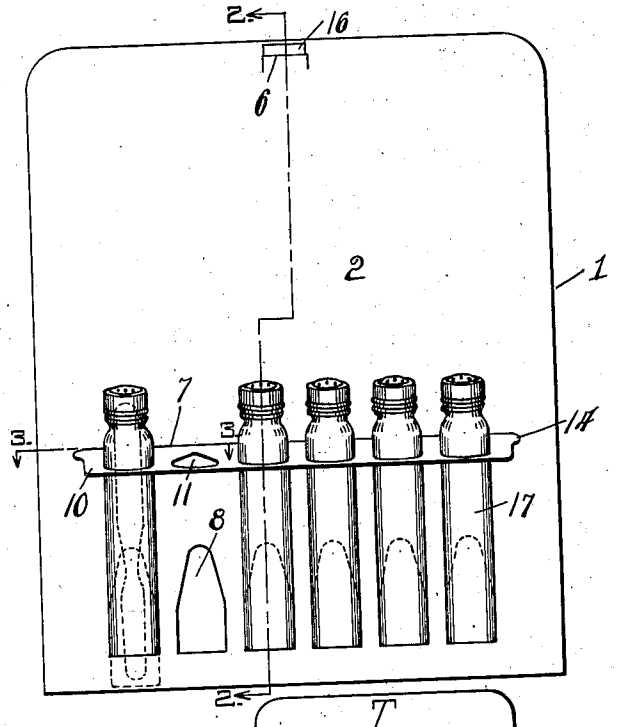
Jan. 6, 1925. 1,521,648

J. PICKETT

DISPLAY DEVICE

Filed Jan. 26, 1924

Fig. 1.



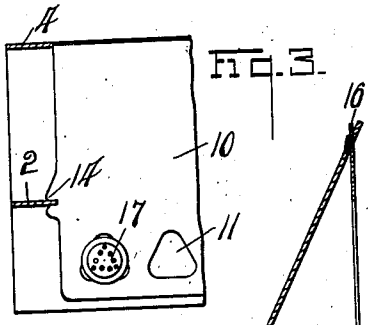


Fig. 3.

Fig. 2.

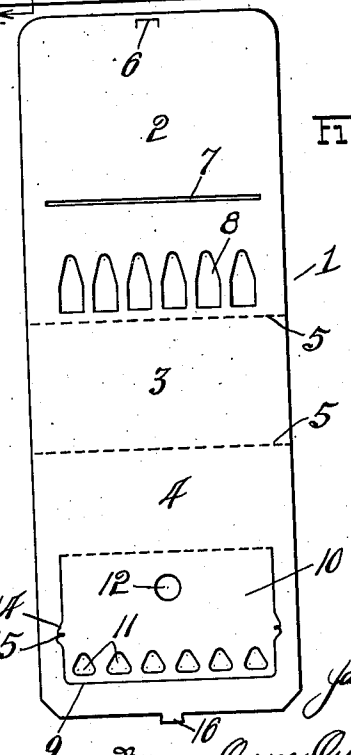


Fig. 4.

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Attorneys

Patented Jan. 6, 1925. 1,521,648

UNITED STATES PATENT OFFICE.

JAMES PICKETT, OF TOLEDO, OHIO.

DISPLAY DEVICE.

Application filed January 26, 1924. Serial No. 688,764.

To all whom it may concern:

Be it known that I, JAMES PICKETT, a citizen of the United States, and a resident of Toledo, in the county of Lucas and State of Ohio, have invented a new and useful Display Device, which invention is fully set forth in the following specification.

This invention relates to a display device, more particularly of the collapsible advertising type, and has for its primary object the provision of a simple and inexpensive one-piece device of this character, which can be easily and quickly set-up or knocked down, and is capable of being compactly folded for packing and is adapted to hold a plurality of bottles or other articles for display, and, at the same time, leave a considerable space for advertising matter.

The invention is fully described in the following specification, and, while in its broader aspect, it is capable of embodiment in different forms, a preferred embodiment thereof is illustrated in the accompanying drawings, in which,—

Figure 1 is a front elevation of a device embodying the invention in set-up position and having a plurality of articles carried in displaying position thereby. Fig. 2 is a section on the line 2—2 in Fig. 1. Fig. 3 is a fragmentary section on the line 3—3 in Fig. 1, and Fig. 4 is a plan view of the display device in unfolded or flat position.

The display device embodying the invention preferably comprises a single piece 1 of cardboard or other suitable material of a stiff nature and of an elongated substantially rectangular form, and this piece is divided lengthwise thereof into what may be termed a front portion 2, bottom portion 3 and a back portion 4, the front and back portions being hingedly connected to the respective edges of the bottom portion, as by scored or weakened lines 5.

The front portion 2 is provided near its free or outer edge with a slit 6, in the present instance of shallow U-form, and near its center or a distance up from its lower edge with a narrow slot 7 of a length, in the present instance, to extend from near one side edge to the other of the strip 1. Below the slot 7 the front portion 2 is provided with a plurality of openings 8, arranged in a transverse row across said portion.

The back portion 4 of the display device is slit in substantially U-form, as shown at 9, to form a tongue or shelf member 10, the free edge of which is disposed adjacent to the outer or free edge of the back portion 4 while the inner edge thereof, which is connected to the back portion, is disposed more remote from the free edge of said portion. The tongue or shelf member 10 is provided near and along its free edge portion with a row of article-receiving openings 11, and may be provided near its inner edge with an opening 12 for receiving an electric lamp socket 13 when it is desired to illuminate the device. The side edges of the tongue 10 are provided with projections 14, and each projection is provided with an inwardly projected notch 15 disposed directly opposite each other for the purpose hereinafter described. The back portion 1 is also provided at its outer edge with a shallow tongue 16.

In setting up the display card, the front and back portions 2 and 4 are bent upward with respect to the bottom portion 3, and the tongue 10 is bent forward and inserted through the slot 7 of the front portion a sufficient distance for its free end to project a distance beyond the then inclined front portion of the card and with its side notches 15 receiving the end walls of said slot. The tongue 16, at the free ends of the back portion 4, is then inserted through the slot 16 at the upper end of the front portion 2, thereby quite firmly locking or securing the card in set-up position. When the card is thus set-up the back portion 4 thereof is in vertical position or at right angles to the bottom portion 3, and the front portion 2 is inclined upward and rearward to co-operate with the back and bottom portions to form a right angled triangle. When the card is set-up, the inner end of the tongue 10 is on a level with the slot 7, and the free end of the tongue projects a sufficient distance in advance of the front portion 2 to place the article-receiving openings 11 thereof over or in vertical register with respective openings 8 in the lower portion of the front 2. In the present instance, article containers 17 of elongated form are shown as being mounted for display purposes on the card and as projecting down through the tongue openings 11 and entering the registering openings 8 so that their bottoms can rest on and be supported by the bottom part 3. The front portion 2 of the card provides a considerable space above the tongue or shelf member 10 for receiving advertising matter.

I wish it understood that my invention is

not limited to any specific construction, arrangement or form of the parts, as it is capable of numerous modifications and changes without departing from the spirit of the claims.

Having thus described my invention, what I claim as new and desire to secure by Letters Patent is:

1. A display device of the class described, comprising an elongated strip of stiff material forming a front portion, a bottom portion and a back portion foldably connected together, the front portion having a transverse slot and an opening below the slot, the back portion being slit to form a tongue which projects toward the free end of the back portion and has an opening in its outer end portion, the front and back portions being extended up from the bottom portion in converging relation and said tongue being extended forward from the back portion and projecting through the slot of the front portion with its opening disposed over the opening of the front portion to receive and support an article to be displayed, the front and back portions having interlocking portions.

2. In a display device of the class describe, upwardly extending converging front and back portions, the front portion having a transverse slot and the back portion having a tongue projected forward therefrom and through the slot in advance of the front portion, the forward end of the tongue and the front portion having vertically registering openings for receiving an article to be displayed.

3. In a display device of the class described, upwardly extending converging front and back portions, the front portion having a transverse slot and the back portion having a tongue projected forward therefrom and through the slot in advance of the front portion, the forward end of the tongue and the front portion having vertically registering openings for receiving an article to be displayed, the tongue and end walls of the slot being interengaged to retain the parts in assembled position.

4. In a display device of the class described, upwardly extending converging front and back portions, the front portion having a transverse slot and the back portion having a tongue projected forward therefrom and through the slot in advance of the front portion, the forward end of the tongue and the front portion having vertically registering openings for receiving an article to be displayed, the tongue and end walls of the slot being interengaged and the upper end portions of the front and back portions of the device being also interengaged to retain the parts in assembled position.

5. In a display device of the class described, upwardly extending converging front and back portions spaced apart at their lower ends, the front portion having a transverse slot and the back portion having a tongue attached thereto and projecting forward in substantially a horizontal plane through said slot and a distance in advance thereof, said tongue having an opening between said front and back portions for receiving an illuminating device and having a row of article-receiving openings in advance of said front portion, and said front portion having a row of openings below and in vertical register with the tongue openings adapted to receive the lower ends of articles to be displayed.

In testimony whereof I have hereunto signed my name to this specification.

JAMES PICKETT.