

W. J. SCHERER.
FOLDABLE DISPLAY HOLDER.
APPLICATION FILED SEPT. 25, 1911.

1,011,857.

Patented Dec. 12, 1911.

Fig. 1.

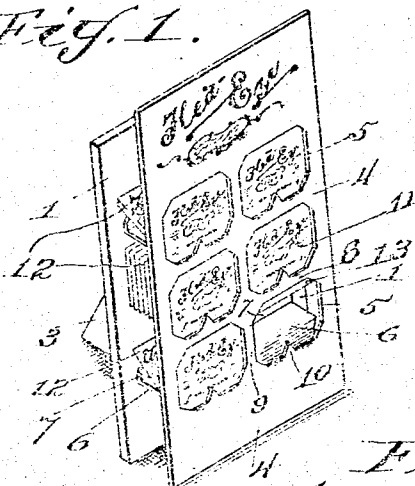


Fig. 2.

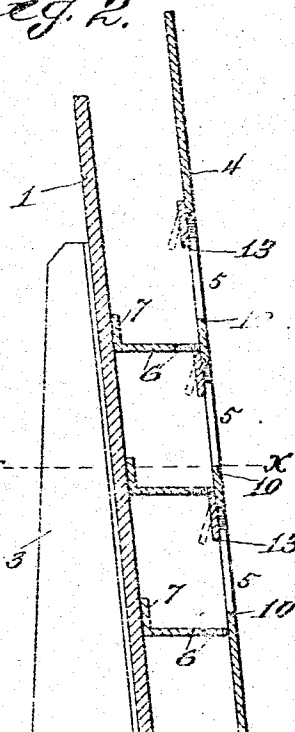


Fig. 3.

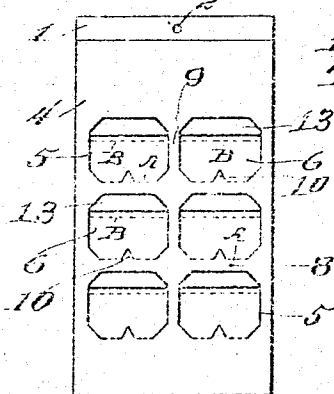


Fig. 5.

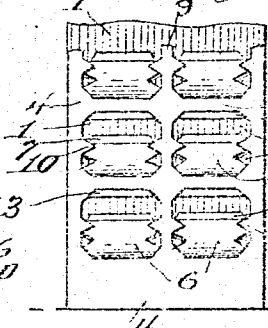


Fig. 4.

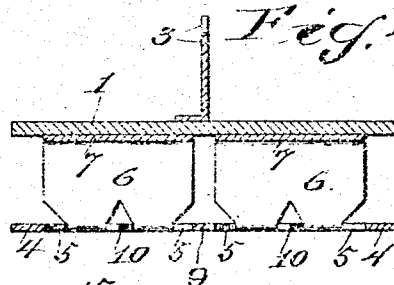
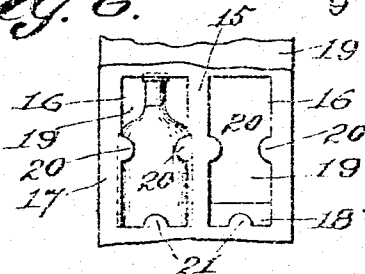


Fig. 6.



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UNITED STATES PATENT OFFICE.

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FOLDABLE DISPLAY-HOLDER.

1,011,857.

Specification of Letters Patent.

Patented Dec. 12, 1911.

Application filed September 25, 1911. Serial No. 651,099.

To all whom it may concern:

Be it known that I, WILLIAM J. SCHERER, a citizen of the United States, residing at Rochester, in the county of Monroe and State of New York, have invented certain new and useful Improvements in Foldable Display-Holders, of which the following is a specification.

This invention relates to foldable display receptacles for articles of merchandise, and pertains especially to a foldable cardboard hanger, easel, or stand for holding and displaying packages and articles whence the same are dispensed or sold.

The object of the invention is to provide a foldable holder, for various articles of merchandise, having such novel and peculiar construction and arrangement of parts as to be folded flat when not in use, and to be unfolded in such manner as to form a plurality of open front article holders for displaying the same.

A still further object of the invention is to provide a foldable holder for displaying articles of merchandise, such holder comprising a back, and a front having portions thereof partially cut out, in a special manner, said portions being attached to the back, and forming terraced or stepped shelves between the said back and front; and to furnish means for holding a display sample of such articles.

In the accompanying drawings forming part of this application:—Figure 1 is a perspective view of a holder embodying this invention, and showing the application thereof for a store case or counter. Fig. 2 is an enlarged vertical sectional view taken through one set of the guards. Fig. 3 is a front view of the device in folded position. Fig. 4 is a cross section taken on the plane indicated by the dotted line X—X Fig. 2. Fig. 5 is a front view, partly broken away, showing the device in open position, with side guards. Fig. 6 is a front view of a modification, partly broken away.

The same reference numerals denote the same parts throughout the several views of the drawings.

In carrying out my invention I employ a back board 1 composed preferably of cardboard having an eyelet 2, for hanging the holder, and provided with a foldable support 3, for standing the same in easel form; and a front board 4, preferably composed of cardboard and having top and bottom

panels for advertising the article or articles displayed. The front board 4 has a plurality of display openings 5 formed therein by cutting the board so as to sever the cut portions from the board except at the bottom of the openings where the said portions are foldable (on the dotted lines A—A) inwardly to form terraced supports or rests 6, for holding articles of merchandise. The cut out portions are foldable on the dotted lines B—B to form a flange 7, which is secured to the back board 1. The openings 5 are separated by longitudinal panels 8, and vertical panels 9. One or more edges of the openings 5 have a wing or ear 10, cut from the supports 6, of the board 4, so that such wings or ears project into the openings 5, and thereby form guards to prevent the articles or display samples from falling or slipping outwardly through the openings 5.

For the purpose of holding a sample card or display envelop 11, of the goods such as medicinal powders 12, I provide the inner side of the board with flexible strips 13, which overlap the upper portion of the openings 5, so as to permit the top of the display envelop 11 to be inserted between the board 4 and the strips 13, with the bottom of the display resting on the supports 6 and against the guards 10, whereby the display is held flush with the openings 5, and may not be disturbed or displaced in filling the receptacles 14, and in vending the articles therefrom.

Referring to the modification shown in Fig. 6, a vertical panel 15 separate the openings 16 in the front board 17, and said openings are specially shaped for displaying bottles or cartons supported by the terraced rests 18, of the front board, which rests are attached to the back boards 19. The side edges of the openings 16 are provided with guards 20, and the bottom edge is provided with a central guard 21. Said guards being formed by cutting out the rests 18 from the front board 17.

It will be seen that the space between the back and front boards is divided into separate and independent article receptacles, and that the articles may be placed and removed at either edge of the said boards, without displacing the display samples.

It is obvious that the two boards are connected together by attaching the flaps or flanges 7 to the back board so that the boards will overlap each other at the top

and bottom when closed or folded together, and when they are opened or unfolded for inserting the articles, the top and bottom edges of the boards are in position either for standing in easel form or for hanging. The boards may be adjusted so as to vary the space therebetween according to the size of the article or articles, or the number of the same contained therein.

It will be understood that the display openings may be of any number, shape, and size desired or as occasion may demand; and that the guards may be of any number, shape and size desired.

I do not wish to be understood as limiting myself in the application of the invention, nor to any particular articles of merchandise capable of being held therein for purposes of display and vending.

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

1. A foldable display holder for articles of merchandise, comprising a back board, a front board, and foldable cut out portions of the front board attached to the back board for foldably connecting said boards together and forming means for supporting articles of merchandise between the boards.

2. A foldable display holder for articles of merchandise, comprising a back board, a front board having display cut outs therein, terraced supports formed by such cut out portions and having a flap or flange secured to the back board for connecting the boards together so as to form a plurality of ter-

racced receptacles having open ends and an open front, and means for supporting the boards.

3. A foldable display holder for articles of merchandise, comprising a back board, a front board, foldable portions partially cut away from the front board to form display openings and projecting inwardly from this board and attached to the back board, and guards projecting from the front board into the openings.

4. A foldable display holder for articles of merchandise, comprising a back board, a front board, foldable portions partially cut away from the front board and projecting inwardly from this board and attached to the back board, and a guard projecting from the uncut edge of said portions into the openings left by such portions.

5. A foldable display holder for articles of merchandise, comprising a back board, a front board having display cut outs therein, terraced supports formed by such cut out portions and having a flap or flange secured to the back board for connecting the boards together so as to form a plurality of terraced receptacles having open ends and an open front, and sample holding guards projecting from the front board into said cut outs.

In witness whereof I hereunto set my hand in the presence of two witnesses.

WILLIAM J. SCHERER.

Witnesses:

W. I. BURRITT,
T. F. KEARNEY.