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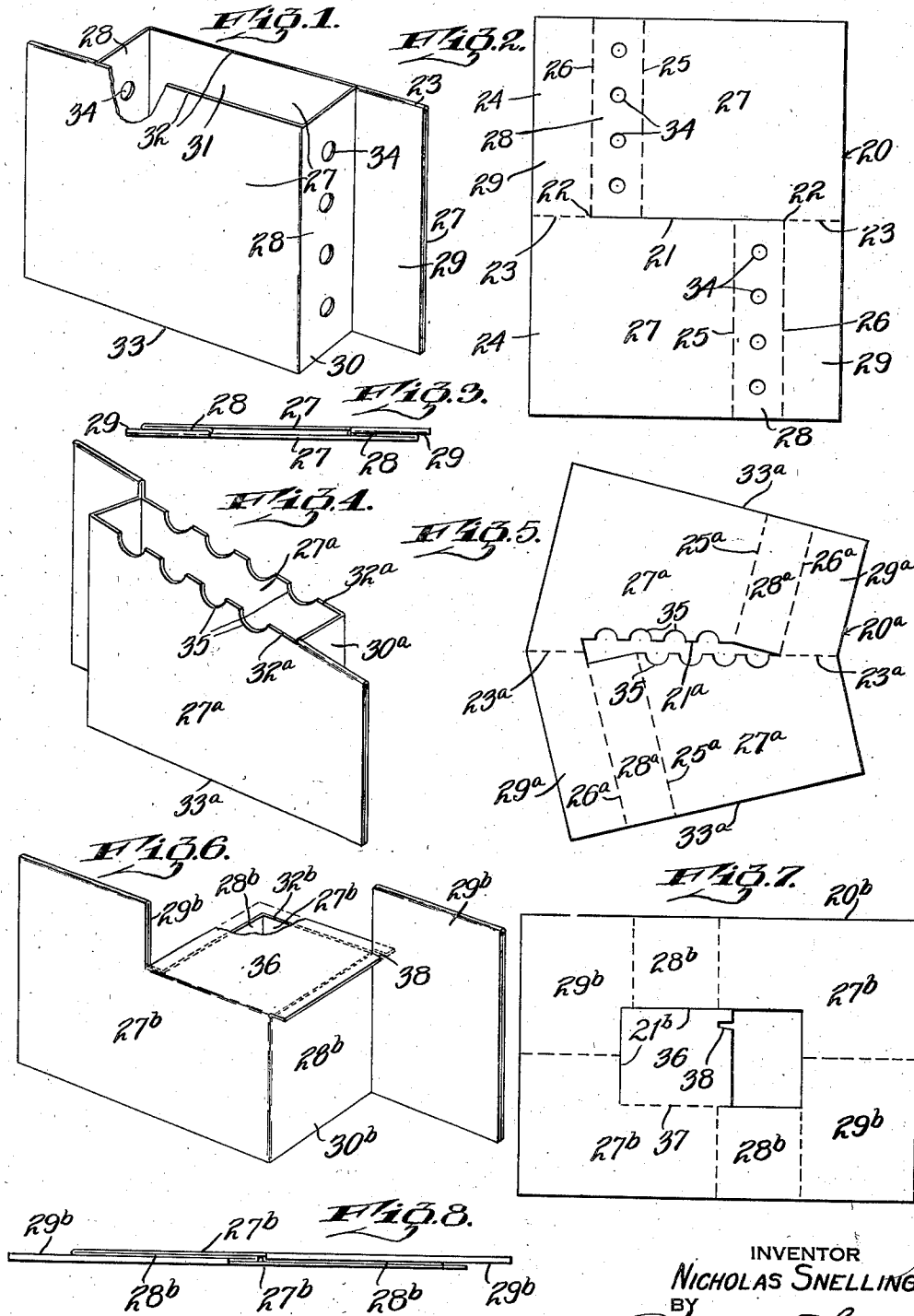
N. SNELLING

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MERCHANDISE DISPLAY DEVICE AND THE METHOD OF CONSTRUCTING THE SAME

Filed May 16, 1939

2 Sheets-Sheet 1



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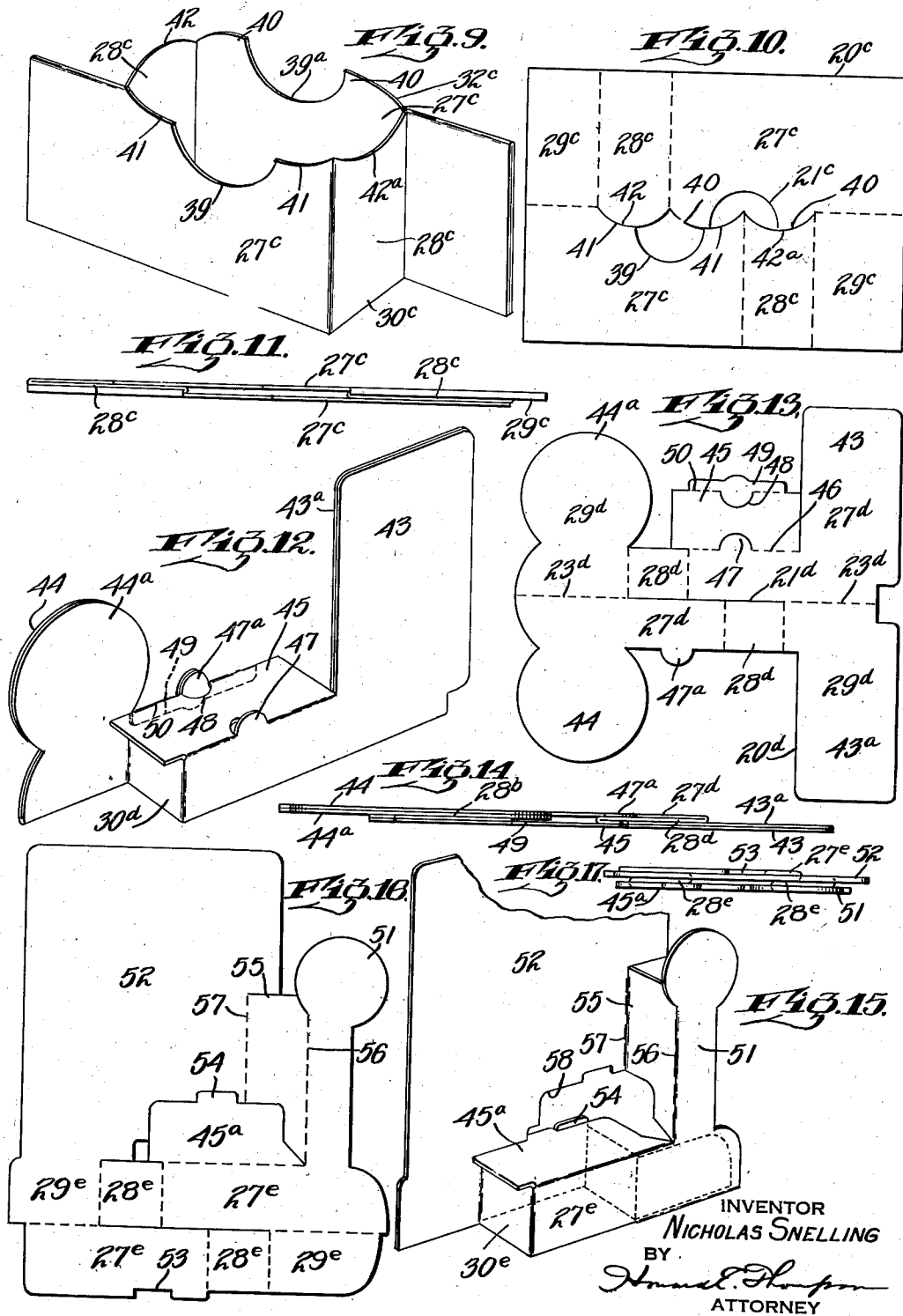
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2 Sheets-Sheet 2



UNITED STATES PATENT OFFICE

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MERCHANDISE DISPLAY DEVICE AND THE
METHOD OF CONSTRUCTING THE SAMENicholas Snelling, Jackson Heights, N. Y., assign-
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14 Claims. (Cl. 211—69)

This invention relates to devices for supporting and displaying merchandise formed from single sheets of cardboard or the like, cut, scored and folded to form a substantially box-shaped or four-walled body portion in connection with which articles of merchandise are adapted to be supported with display portions extending from said box-shaped portion; and the object of the invention is to fashion a display device of the character defined by slitting or die cutting a sheet of material intermediate opposed edges thereof and in a straight or irregular manner intermediate the folded portions of the sheet which extend to said opposed edges so as to form between said opposed edges in the further folding of the sheet, a four-walled substantially box-shaped merchandise receiving and/or supporting body; a further object being to so fashion a merchandise supporting and display device of the character described as to provide for a single-faced printing or lithographing thereof so that the printed or lithographed subject matter of the device is visible from substantially all sides of the display, and especially in providing a display which is visible clearly from two sides, at least in certain adaptations of the invention; and with these and other objects in view, the invention consists in a display device of the character described which is constructed in accordance with the method more fully hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawings form a part, in which the separate parts of the improvement are designated by suitable reference characters in each of the views, and in which:

Fig. 1 is a perspective view of a simple form of device made according to my invention.

Fig. 2 is a plan view of the blank from which the device shown in Fig. 1 is formed.

Fig. 3 illustrates an edge view of the collapsed arrangement of the device shown in Fig. 1 for packing and shipment.

Fig. 4 is a view similar to Fig. 1 showing a modified form of construction.

Fig. 5 is a plan view of the blank from which the device shown in Fig. 4 is formed.

Fig. 6 is a view similar to Figs. 1 and 4 showing another modification.

Fig. 7 is a plan view of a blank from which the device shown in Fig. 6 is formed.

Fig. 8 is an edge view of the device shown in Fig. 6 in collapsed position.

Fig. 9 is a view similar to Figs. 1, 4 and 6 showing another adaptation of the invention.

Fig. 10 is a plan view of the blank from which the device shown in Fig. 9 is formed.

Fig. 11 is an edge view of the device shown in Fig. 9 in collapsed position.

Fig. 12 is a perspective view of another form of device which I employ.

Fig. 13 is a plan view of the blank from which the device shown in Fig. 12 is formed.

Fig. 14 is an edge view of the device shown in Fig. 12 in collapsed position.

Fig. 15 is a view similar to Fig. 12 showing another adaptation of the invention with part of the construction broken away.

Fig. 16 is a plan view of the blank from which the device shown in Fig. 15 is formed, and

Fig. 17 is an edge view of the device shown in Fig. 15 in collapsed position.

In the construction of displays of the general type and kind here under consideration, it has been the common practice to form the entire display having the structural features and characteristics herein defined, from two or more sheets of material or to utilize easels or other supports in conjunction with the display. In addition to the feature of forming the entire device from a single sheet of material, it is a further object of my invention to provide a device which is self-supporting. In other words, the device may be said to comprise transversely spaced display panel portions joined in what I term a box-shaped section or body; that is to say, a four-walled body. The outer surfaces of the walls of this body, or at least part thereof, may be characterized to form part of the complete display, and this body may be open at the top and bottom, or means may be provided for closing the upper end of the body to form an article supporting display or platform thereon. In addition to the foregoing, a device of the character described is provided wherein a single-faced printing of a sheet or blank will produce in the resulting display, or at least in certain forms and constructions thereof, display surfaces on all exposed wall portions of the complete device, thereby producing a device which is clearly visible from two sides and is actually visible from all circumferential angles.

In Figs. 1 to 3 inclusive, I have shown one simple adaptation of the invention, which consists in providing a rectangular sheet blank 20 and cutting this sheet centrally as seen at 21 intermediate the points 22, and scoring the sheet centrally from the points 22 to the side edges of

the sheet as seen at 23 to form two similar side portions 24 adapted to be arranged one upon the other. Each side portion 24 is scored adjacent opposed side edges as indicated at 25, 26 to divide the side portions into large sections 27, angularly extending wall portions 28, and projecting display portions 29.

By cutting and scoring the blank in the manner described, it will appear that in folding the blank to form the display device, as illustrated in Fig. 1 of the drawings, a box-shaped display body 30 is formed of the major portion of the parts 27 and the angularly extending walls 28. The display parts 29 are disposed upon the inner surfaces of that portion of the walls 27 which extends beyond the box-shaped body 30. It will thus be seen that in printing or lithographing one surface of the sheet 20, the advertising or display matter printed or lithographed thereon will be exposed upon all outer surfaces of the parts 27, 28 and 29. With this type of construction an article of merchandise may be arranged within the chamber or compartment 31 formed within the body 30, or an article of merchandise may be simply placed upon the upper edges 32 of said body. In the use of the device, suitable adhesive may be provided between the portions 29 and the extensions of the parts 27 to secure the same together when the device is set up for use, or prior to the shipment thereof, it being understood that the assembled device as disclosed in Fig. 1 is capable of being compactly folded or collapsed in the manner illustrated in Fig. 3 of the drawings. In other words, the complete width of the device will be substantially the width of one of the wall parts 27.

It will appear from later disclosures, that the particular form and contour of the resulting body 30 may be modified as to shape and contour to adapt the same for the display of different kinds and classes of merchandise, and in all instances, the device will be supported upon the lower edges 33 of the complete display and the relative height of the complete display or the height of the box-shaped or hollow body may be varied.

To illustrate a possible adaptation of the invention, I have shown the angular wall portions 28 as provided with vertically spaced apertures 34 which will be arranged in opposed alinement to each other so that the device would be adapted for the display of pencils, pens, and like articles of merchandise, the ends of which may extend beyond the walls 28 in front of the wall portions 29. On the other hand, apertures or other means may be provided on the walls 28 for supporting small articles of merchandise, as will be apparent.

In Figs. 4 and 5 of the drawings, I have illustrated another adaptation of the invention which differs from the structure shown in Figs. 1 to 3 primarily in providing angular lower edges 33a, so as to arrange the upper edge 32a of the device in an inclined position with respect to a supporting surface, and further in providing on the upper edges of the wall parts 27a, transversely alined grooves or recesses 35 in which articles of merchandise may be supported. The inclination of the edge 32a will display these articles in step-like relationship one with respect to the other. The device shown in Fig. 4 is constructed from a blank 26a in which the score lines 25a, 26a are arranged in the angular manner shown so as to form perpendicular arrangement of the corners of the box-shaped part as illustrated in

Fig. 4, notwithstanding the inclination of the upper edge. The parts 27a, 28a and 29a are accordingly of different contour. It will also appear that the cut portion at 21a is irregular so as to maintain the edges 32a in horizontal position one with respect to the other and the surface of the support. It will of course be understood that any number of the recesses 35 may be provided and the structure and arrangement thereof will be such as to adapt the device to the merchandise to be displayed thereon. The device shown in Fig. 4 is collapsible, the same as illustrated in Fig. 3, and for this reason no specific illustration of the collapsed position of the device shown in Fig. 4 is deemed to be necessary. 30a represents the box-shaped body of the device shown in Fig. 4.

In Figs. 6 to 8 inclusive, I have shown another adaptation of the invention which differs from the structure shown in Figs. 1 to 3 inclusive primarily in forming a reduced vertically dimensioned box-shaped body 30b, and one of square formation rather than the oblong formation disclosed in Fig. 1, and further in cutting the central portion of the blank 20b along the lines 21b to form of a part of the central portion of the blank a top closure cover or platform member 36 which is foldable with respect to one of the parts 27b as indicated at 37 so as to rest upon the upper edge 32b of the body 30b, as clearly illustrated in Fig. 6. The part 36 is notched as seen at 38 to engage one of the display walls 29b and the companion portion of the wall 27b, as clearly illustrated in Fig. 6 of the drawings.

It will appear from a consideration of Fig. 6 of the drawings that the extending display portions 29b project above the upper edge of the body 30b as do also the corresponding portions of the parts 27b. With this type of construction, an article of merchandise is arranged upon the platform 36, and in some instances the chamber within the body 30b may be utilized for the storage of articles of merchandise that are arranged on display. Aside from the specific structural features above named, the device shown in Figs. 6 to 8 inclusive is the same as that shown in the other figures, and no further detail description thereof is deemed to be necessary. Fig. 8 discloses the device in its collapsed position.

In Figs. 9, 10 and 11, another form of device is illustrated, the blank being shown at 20c in Fig. 10 of the drawings. As this device differs from the structure shown in Fig. 1, primarily in the contour of the upper edge 32c of the device or in the central die cutting or scoring 21c, like parts will be identified by components of the same reference characters, for example, 27c, 28c, 29c, 30c. In this construction, the die cutting at 21c will form on the resulting article supporting body 30c a large recess 39 on one wall part 27c and a corresponding recess 39a on the other wall part 27c. The latter is arranged above the recess 39 by the upwardly extending portions 40 on said wall part in comparison with the downwardly extending portions 41 on the first mentioned wall part. With this construction an article of merchandise can be supported in a transversely inclined position on the display; that is to say, in viewing the display as seen in Fig. 9, the forward end of the article would be lower than the rear end of the article.

To give other character to the display, the upper edge of one wall part 28c is raised as seen at 42, and the corresponding edge of the other wall part 28c is lowered as seen at 42a. The pur-

pose of illustrating this form of construction is simply to indicate one of the many possible adaptations of the invention in adapting the display device not only to different kinds and classes of merchandise, but also to different angular displays of the merchandise. On the other hand, a display of this type may be utilized in supporting, within the body 32, a plurality of pamphlets and circulars, and the apertures 39, 39a will simply provide finger piece recesses facilitating the removal of the pamphlets from the device. Aside from the foregoing, the general structure and arrangement of the device shown in Figs. 9 to 11 will be the same as that shown in Figs. 1 to 3 inclusive.

In Figs. 12, 13 and 14, quite a different form of device is illustrated, not only from the standpoint of a different arrangement of the fold edge of the device, for example the folds 23 in Figs. 1 to 3, but also from the standpoint of using the blank of irregular peripheral contour to form contrasting or different sized display sections extending from the supporting body. At this time it is well to mention however, that devices such as shown in Figs. 1 to 11 inclusive may have the center score or fold lines arranged downwardly as well as upwardly, and the only reason for the upward arrangement thereof is for producing a neater appearance on the resulting device.

In Fig. 13, I have shown a blank 20d having a central slit or cut 21d intermediate center folds 23d which extend to opposed edges of the blank the same as in Fig. 2. The parts 27d, 28d and 29d are in the same general relationship so that when the blank is scored and folded, a box-shaped body 30d will be formed centrally of the resulting device. However, in order to give added display characteristics to the resulting device, one of the wall parts 27d is provided with a large rectangular display portion 43 and the companion display part 29d has a similar registering portion 43a. The other wall part 27d has a circular display portion 44 registering with a corresponding portion 44a on the other display part 29d. Both parts 43, 43a, 44, 44a extend above the body 30d as is clearly illustrated in Fig. 12 of the drawings.

Another difference in the construction shown in Figs. 12 and 14 consists in providing a top wall or platform part 45 which is foldable with respect to the first mentioned part 27d as indicated at 46. A tongue member 47 is cut on the fold line 46 to extend vertically as is shown in Fig. 12 of the drawings to provide an article supporting member, at least with means for retaining an article against displacement from the platform 45. The opposed wall part 27d has at its upper edge a projecting tongue 47a similar to the tongue 47 which is adapted to extend through an arc-shaped recess 48 formed in the platform 45 by folding a flap 49 downwardly with respect to the platform on the score line 50, as is clearly illustrated in Fig. 12 of the drawings. This construction forms a more elaborate display as will be apparent, and as for the construction shown in the other figures, all exposed surfaces of the device can be printed or lithographed by a single or one-surface printing upon the blank employed.

By simply detaching the platform 45 from its assembled position as shown in Fig. 12 and extending it into the plane of the wall part in connection with which it is folded, the device shown

in Fig. 12 may be compactly collapsed or folded as shown in Fig. 14.

The structure shown in Figs. 15 to 17 inclusive differs from the structure shown in the other figures primarily in providing a single-faced display and further in foldably joining the display sections or areas of the device. The lower structure of the device is substantially similar, however, to the device shown in Figs. 12 to 14 inclusive; that is to say, the body 30e has a top wall or platform 45a similar to the platform 45. With this construction, however, one of the wall parts 27e has an upwardly extending display section 51 beyond the box-shaped portion 30e, and the companion part 29e is not of the same contour as the part 51 and is simply arranged upon what may be termed the base of the part 51, whereas the opposed part 29e includes a large rectangular upwardly extending display portion 52. The associated wall part 27e simply has a small portion arranged upon the base of the display 52, and is notched as seen at 53 so as to receive a projecting tongue 54 on the platform 45a to aid in maintaining the parts in extended position.

The display parts 51, 52 are foldably coupled through a member 55 foldable on the lines 56 and 57 as clearly illustrated in Fig. 16. With this construction the wall parts 28e are both of the same height and complete the formation of the box-shaped part 30e, the wall 27e with the notch 53 being slightly higher than the other wall parts for the purposes stated. With this construction the device is collapsed within the boundaries of the part 52 by simply raising the platform 45, and as a matter of fact, when moving the device from the collapsed flat position shown in Fig. 17 into the extended position shown in Fig. 15, the platform 45a will more or less automatically drop into its operative position. With this construction the article of merchandise will be arranged upon the platform 45 adjacent the parts 52, 55 and the opening 58 will be concealed by the merchandise when arranged in position. As previously stated, this type of display is intended for a single view display and not for the double or multiple display as in the other structures. However, many types and kinds of displays of this structural arrangement can be used, especially when arranged in windows or against walls where the single or one-vision display is all that is essential. The other types of devices are adaptable for counter displays where the same may be visible from either side when passing along a counter.

While in the present illustrations I have shown the devices as formed from a single sheet of material, it will be understood that this does not mean that two or more sheets of material cannot be used in a device of this kind otherwise incorporating the basic principles of the invention. For example, in some instances, it may be desirable to form the article supporting platform or table from an independent part, and this would especially be desirable where the formation of the part from a single sheet would interfere with the contour of the display sections which would be desirable in the resulting device.

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

1. A display device of the class described fashioned from a single blank of sheet material, said blank being cut intermediate two opposed edges and scored to fold the blank from the cut por-

tion to said edges, the blank having other scorings to form angularly extending wall portions from the cut area of the blank to produce in a resulting extended display a substantially box-shaped body portion with protruding display sections forming continuations of opposite wall portions thereof, said body portion being recessed for receiving and supporting predetermined articles of merchandise, and said recesses being disposed in upper edges of at least two opposed walls of said body.

2. A display device of the class described fashioned from a single blank of sheet material, said blank being cut intermediate two opposed edges and scored to fold the blank from the cut portion to said edges, the blank having other scorings to form angularly extending wall portions from the cut area of the blank to produce in a resulting extended display a substantially box-shaped body portion with display sections extending at opposite sides thereof, said body portion being recessed for receiving and supporting predetermined articles of merchandise, said recesses being disposed in upper edges of at least two opposed walls of said body, and said upper edges being arranged in an inclined position with respect to the lower edge of said body to support articles of merchandise in a stepped arrangement over the surface upon which the body is arranged.

3. A display device of the class described fashioned from a single blank of sheet material, said blank being cut intermediate two opposed edges and scored to fold the blank from the cut portion to said edges, the blank having other scorings to form angularly extending wall portions from the cut area of the blank to produce in a resulting extended display a substantially box-shaped body portion with display sections extending at opposite sides thereof, said box portion being prismatic in cross sectional form, said display sections extending from corner portions of said body, one wall of said prismatic body having an integral foldable part forming an article supporting platform for said body, and means foldably joining the display sections of said device.

4. A self-supporting merchandise display device formed from a single blank of sheet material cut and scored to form in the resulting display a substantially prismatic four-walled body, predetermined wall portions of said body including integral display sections extending beyond the boundaries of said prismatic body, and said prismatic body having a top platform.

5. A self-supporting merchandise display device formed from a single blank of sheet material cut and scored to form in the resulting display a substantially prismatic four-walled body, predetermined wall portions of said body including integral display sections extending beyond the boundaries of said prismatic body, said prismatic body having a top platform, said platform being integral and foldable with respect to one wall of said body, and means interlocking the platform with other wall parts of the device to retain the platform in operative position.

6. A self-supporting merchandise display device formed from a single blank of sheet material cut and scored to form in the resulting display a substantially prismatic four-walled body, predetermined wall portions of said body including integral display sections extending beyond the boundaries of said prismatic body, said prismatic body having a top platform, said platform

being integral and foldable with respect to one wall of said body, means interlocking the platform with other wall parts of the device to retain the platform in operative position, and means foldable with the display sections for coupling the same together independent of the body portion.

7. A self-supporting merchandise display device formed from a single blank of sheet material, cut and folded to form in the resulting display a substantially prismatic body having integral display sections extending beyond the boundaries of said prismatic body from opposed corners thereof, said prismatic body forming means for supporting articles of merchandise in elevated display position, and two opposed walls of said body having recesses on upper edges thereof for the reception of predetermined articles of merchandise to be supported thereby.

8. A self supporting merchandise display device formed from a single blank of sheet material, cut and folded to form in the resulting display a substantially prismatic body having integral display sections extending beyond the boundaries of said prismatic body from opposed corners thereof, said prismatic body forming means for supporting articles of merchandise in elevated display position, two opposed walls of said body having recesses on upper edges thereof for the reception of predetermined articles of merchandise to be supported thereby, and the recesses in said opposed walls being unequally spaced from the lower edges of said walls thereby providing for the support of the articles of merchandise in inclined position.

9. A display device of the class described fashioned from a single blank of sheet material, said blank being cut intermediate two opposed side edges and ends of the blank and scored to form two side parts, each side part of the blank having only two parallel score lines extending from the cut to the side edge of said part, the score lines on one part being arranged at one end portion of said cut and those of the other part from the other end portion of the cut leaving on each part between the innermost score line and the end of said part a wider portion than the distance between the parallel score lines of each part whereby in folding the blank a substantially box-shaped body portion is formed having protruding display sections formed by said wider portions of the blank, and each part of the blank having at the other end thereof a wall part resting upon the protruding end of the first named wide wall part of the opposed side of the blank when in folded position.

10. A display device of the class described fashioned from a single blank of sheet material, said blank being cut intermediate two opposed side edges and ends of the blank and scored to form two side parts, each side part of the blank having only two parallel score lines extending from the cut to the side edge of said part, the score lines on one part being arranged at one end portion of said cut and those of the other part from the other end portion of the cut leaving on each part between the innermost score line and the end of said part a wider portion than the distance between the parallel score lines of each part whereby in folding the blank a substantially box-shaped body portion is formed having protruding display sections formed by said wider portions of the blank, each part of the blank having at the other end thereof a wall part resting upon the protruding end of the first named wide wall

part of the opposed side of the blank when in folded position, and said body portion being recessed for receiving and supporting predetermined articles of merchandise.

11. A display device of the class described fashioned from a single blank of sheet material, said blank being cut intermediate two opposed side edges and ends of the blank and scored to form two side parts, each side part of the blank having only two parallel score lines extending from the cut to the side edge of said part, the score lines on one part being arranged at one end portion of said cut and those of the other part from the other end portion of the cut leaving on each part between the innermost score line and the end of said part a wider portion than the distance between the parallel score lines of each part whereby in folding the blank a substantially box-shaped body portion is formed having protruding display sections formed by said wider portions of the blank, each part of the blank having at the other end thereof a wall part resting upon the protruding end of the first named wide wall part of the opposed side of the blank when in folded position, and one wall of the body portion having an integral foldable part forming an article-supporting platform for said body portion.

12. A self-supporting merchandise display device formed from a single blank of sheet material, said device comprising a prismatic box-shaped body having two substantially similar opposed walls, the other opposed walls of said body being wider than the first named walls to extend beyond the boundaries of said body in opposite directions at diagonally opposed corners of said body in forming display sections, the first named

wall portions including foldable parts extending onto the protruding ends of the second named walls, and said protruding parts being integrally foldable with an edge of said protruding parts.

13. A self-supporting merchandise display device formed from a single blank of sheet material, said device comprising a prismatic box-shaped body having two substantially similar opposed walls, the other opposed walls of said body being wider than the first named walls to extend beyond the boundaries of said body in opposite directions at diagonally opposed corners of said body in forming display sections, the first named wall portions including foldable parts extending onto the protruding ends of the second named walls, said protruding parts being integrally foldable with an edge of said protruding parts, and one edge of one wall of the box-shaped part having a foldable member forming in conjunction with said body an article-supporting platform.

14. A self-supporting merchandise display device formed from a single blank of sheet material, said device comprising a prismatic box-shaped body having two substantially similar opposed walls, the other opposed walls of said body being wider than the first named walls to extend beyond the boundaries of said body in opposite directions at diagonally opposed corners of said body in forming display sections, the first named wall portions including foldable parts extending onto the protruding ends of the second named walls, said protruding parts being integrally foldable with an edge of said protruding parts, and at least one of said display sections having foldably related parts.

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