Nov. 1, 1938. M. M. SOYBEL ET AL 2,134,846

DISPLAY DEVICE

Filed June 30, 1936

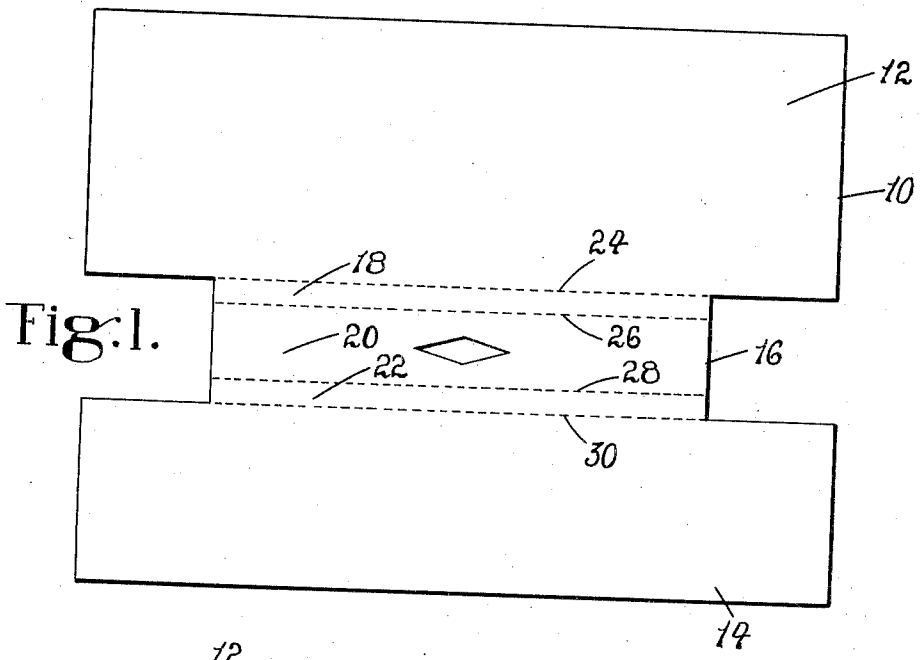


Fig. 1.

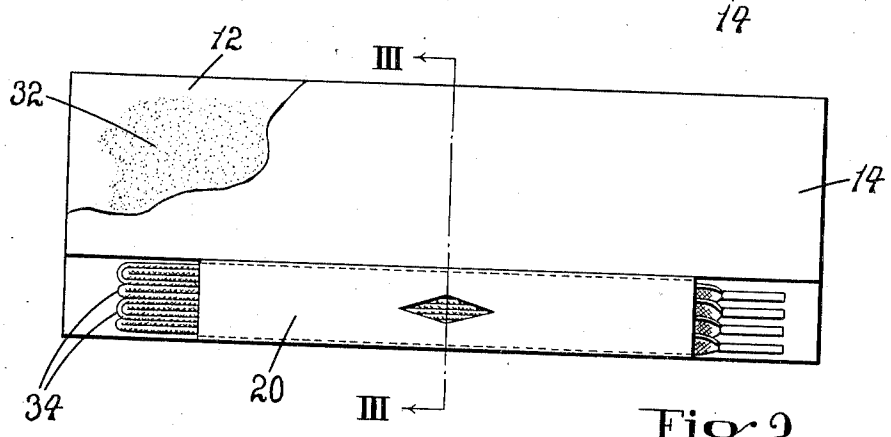


Fig. 2.

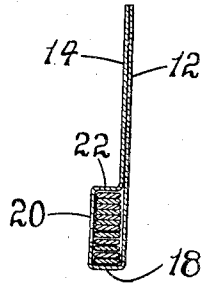


Fig. 3.

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UNITED STATES PATENT OFFICE

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DISPLAY DEVICE

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Application June 30, 1936, Serial No. 88,164

3 Claims. (Cl. 206—78)

This invention relates to display devices and is herein illustrated as embodied in a display receptacle for shoe laces.

A considerable proportion of the expense in the marketing of low priced goods, particularly of the notions type sold in small lots, lies in the packaging and display of the goods. With this in view it is an object of the present invention to provide a package for merchandise such as shoe laces which will be economical in construction and assembly and which, at the same time, will adequately display the goods and present an attractive appearance from the sales point of view.

To this end, and as shown, we have provided a display device formed of sheet material consisting of a body portion and a flap connected by a neck portion in which the neck portion is folded inwardly upon itself to form an open-ended receptacle, the flap being positioned over the body portion in overlapping relation and secured thereto. This device has the appearance of a card upon which display advertising may appear, and along one edge of which is an open-ended receptacle for receiving shoe laces or other elongated articles.

Preferably, and as shown, the neck portion is shorter than the body portion so that the ends of articles positioned in the receptacle formed may project beyond the ends of the receptacle where they can be seen, but they will nevertheless be supported by the body portion. This construction is advantageous in that it is inexpensive to make and can be readily assembled. It should be understood, however, that our invention is not limited to this construction.

These and other features of the invention are shown in the accompanying drawing, will be described in the following detailed specification, and will be pointed out in the claims.

In the drawing,

Fig. 1 is a plan view of a blank from which a display device constituting one embodiment of our invention can be made;

Fig. 2 is a plan view of the assembled device with shoe laces in position in the receptacle; and

Fig. 3 is a cross section through the device taken along the line III—III of Fig. 2.

Fig. 1 illustrates a blank **10**, preferably of cardboard or other sheet material, from which the device is constructed. The blank comprises a rectangular body portion **12** and a rectangular flap **14** connected together by a neck portion **16** which is divided into several areas **18**, **20**, and **22** by score lines **24**, **26**, **28** and **30** which provide weakened portions along which the blank may be folded. The blank is folded along the score lines so that the flap **14** overlaps the body portion **12** as best shown in Fig. 3, and the neck portion **16** is doubled over upon itself laterally of the face of the body portion **12** so that the areas **18**, **20**, and **22** with the lower part of the body portion form the walls of an open-ended receptacle extending along the lower edge of the body portion. The parts are held in assembled relation by securing the flap to the body portion by suitable means such as adhesive **32**.

The length of the neck **16** is somewhat less than the length of the members **12** and **14** with the result that articles positioned in the receptacle may extend beyond the ends of the receptacle and rest in plain view upon the lower part of the body portion **12**.

It is to be noted that the flap **14** is of the same length as the body portion and in its assembled position covers the greater part thereof thus presenting an unbroken surface above the receptacle which can be utilized for advertising.

In the use of the display device, elongated articles such as shoe laces **34** are placed in the receptacle with portions projecting beyond the ends thereof where they can readily be inspected. The construction described provides a display device which is compact, which can be readily assembled, and one which is inexpensive to make.

Having described our invention, what we claim as new and desire to secure by Letters Patent of the United States is:

1. A display device formed from sheet material shaped and bent to form a body portion, a flap, a neck portion of less width than the body portion connecting the body portion and the flap and extending outwardly from an edge of the body portion then laterally across a part of the face of the body portion and then inwardly to the body portion thereby to form therewith an open-ended receptacle of less width than the body portion, and means for securing the flap to the body portion.

2. A display device formed from sheet material comprising a body portion, a neck portion of less width than the body portion and extending outwardly from one edge of the body portion then laterally across a part of the face of the body portion and inwardly toward the face to form therewith an open-ended receptacle the front face of which is shorter than the back face thereof, and a flap extending from the neck portion across a part of the face of the body portion and secured thereto.

3. A display device formed from sheet material shaped and bent to form a body portion, a neck portion of less width than the body portion and extending outwardly therefrom then laterally across part of the face of the body portion, and then inwardly to the body portion, thereby to form therewith an open-ended receptacle of less width than the body portion, a flap of the same width as the body portion extending from the end of the neck portion along the face of the body portion, and means for securing the flap to the body portion.

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