May 23, 1939. N. SNELLING 2,159,823

DEVICE FOR SUPPORTING AND DISPLAYING MERCHANDISE

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Fig. 1.

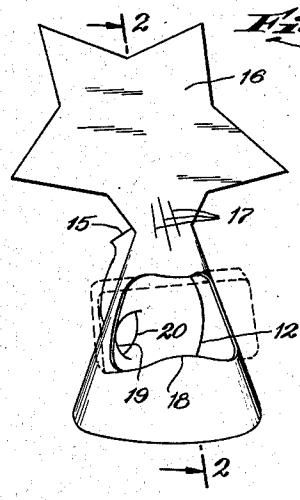


Fig. 2.

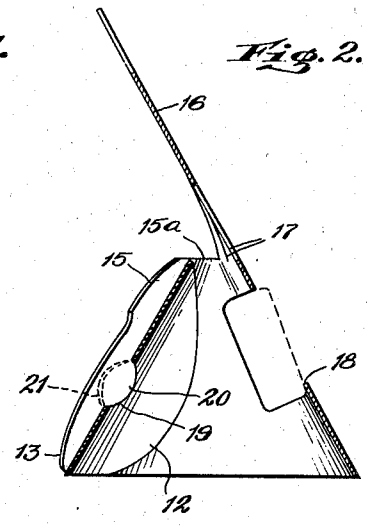


Fig. 3.

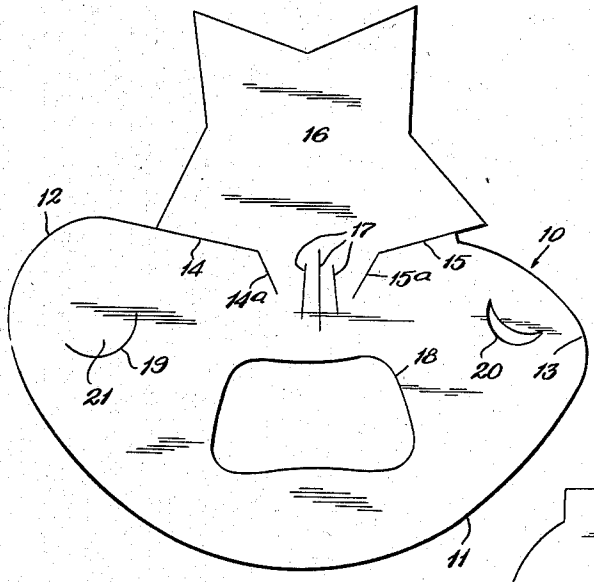


Fig. 4.

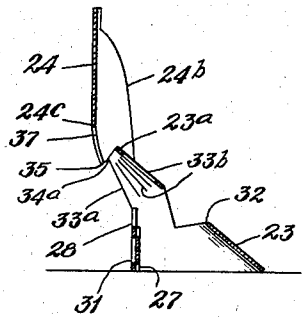
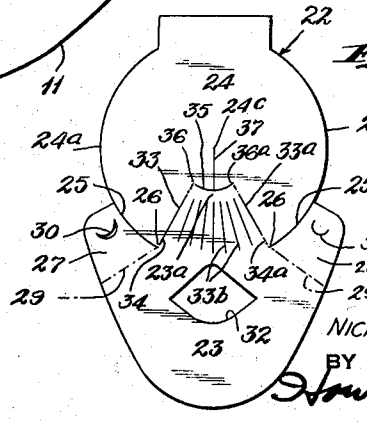


Fig. 5.



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Fig. 6.

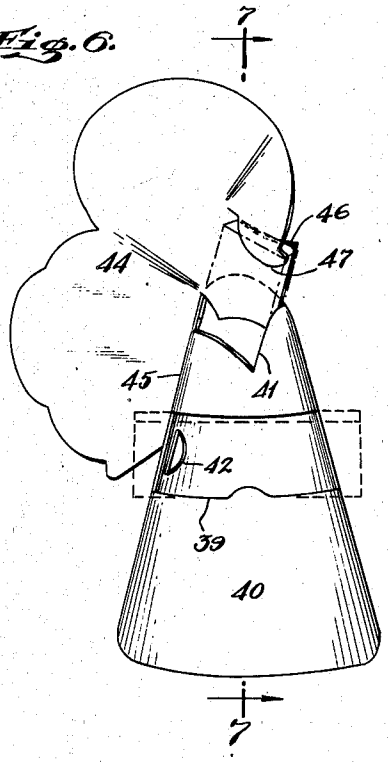


Fig. 7.

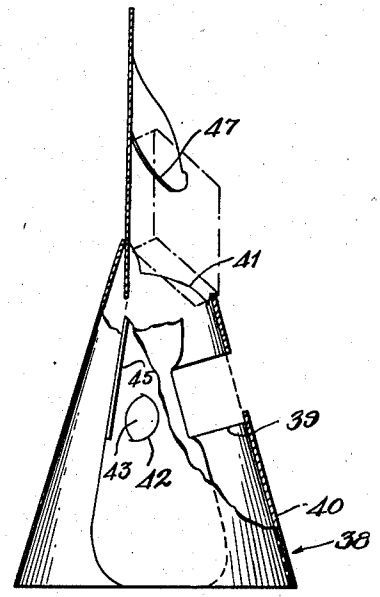
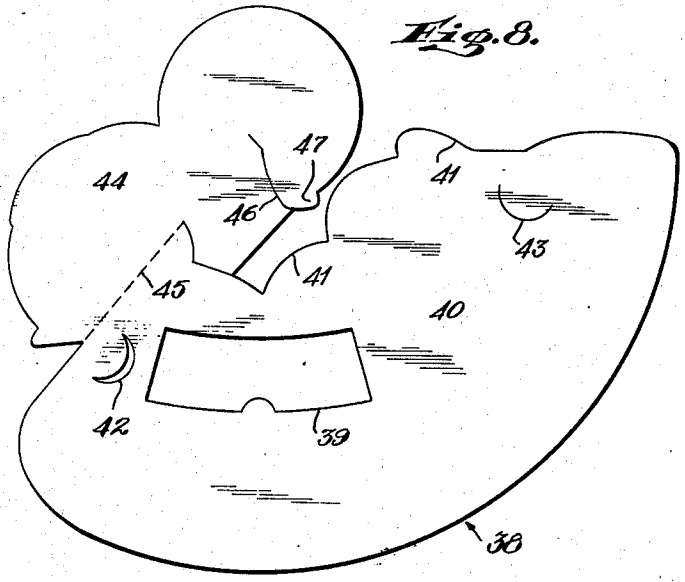


Fig. 8.



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UNITED STATES PATENT OFFICE

2,159,823

DEVICE FOR SUPPORTING AND DISPLAYING MERCHANDISE

Nicholas Snelling, Jackson Heights, Long Island, N. Y.

Application December 7, 1936, Serial No. 114,615

3 Claims. (Cl. 248—174)

This invention relates to display devices for use in supporting and displaying various kinds and classes of merchandise, and particularly, to arranging the merchandise in inclined or angular positions in the supporting device to attract attention; and the object of the invention is to provide a device of the class described wherein the support and display is fashioned from light stock or thin material so designed or laid out as to provide the required support for the article to be placed thereon and particularly wherein the thin sheet of material is cut out within boundary edges thereof to form the article receiving socket or recess, the boundary walls of which conform with the contour of the article arranged in such socket; a further object being to provide a device of the class described wherein the main body portion thereof is conical or substantially conical in form whereby the weight of the article is distributed throughout the walls of said body portion; a further object being to provide an article supporting base including upwardly extending display sections formed integral therewith, and further to the provision of a supplemental cut-out at the top portion of the base forming a seat or socket for another article of manufacture to be placed on display, the walls of the last named seat or socket being fashioned to conform with the contour of the article arranged thereon, especially when in an inclined or tilted position; a still further object being to provide a display and article supporting device which is so constructed as to assume an upright position when an article is arranged thereon and which will fall into inoperative position automatically upon the removal of the article therefrom; and with these and other objects in view, the invention consists in a device of the class and for the purpose specified, which is simple in construction, efficient in use, and which is constructed as hereinafter described and claimed.

The structure herein disclosed forms a continuation in part of the structure shown and described in a prior application filed by me August 7, 1936, and bearing Serial Number 94,774, and is fully disclosed in the following specification, of which the accompanying drawings form a part, in which the separate parts of my improvement are designated by suitable reference characters in each of the views, and in which:

Fig. 1 is a perspective view of one form of device which I employ, indicating the method of its use.

Fig. 2 is a vertical section on the line 2—2 of Fig. 1.

Fig. 3 is a plan view of the blank from which the device shown in Figs. 1 and 2 is formed.

Fig. 4 is a vertical section through another form of device which I employ.

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

Fig. 6 is a front view of another form of device which I employ.

Fig. 7 is a vertical section on the line 7—7 of Fig. 6; and,

Fig. 8 is a plan view of the blank from which the device shown in Figs. 6 and 7 is formed.

In the construction shown in Figs. 1 to 3, I employ a blank 10 of the general contour indicated in Fig. 3 of the drawings, said blank having a curved lower edge portion 11 and curved side edges 12 and 13. The upper edge is cut on the lines 14, 14*a*, 15, 15*a*, to form a display section 16, which in the construction shown is in the form of a five pointed star, one point, the lower point, gradually fading into the central portion of the lower base part of the blank or into the resulting conical base formed therefrom as later described. However, the section 16 may be of any desired form or contour, depending upon the merchandise to be displayed and the type of display matter to be arranged thereon which will be consistent with or suit the product being advertised. I also preferably provide a series of slits or cuts 17 where the lower point of the star section 16 joins the lower portion of the blank so as to provide the desired flat arrangement of the display section 16 and permit the curvature of the conical base to gradually taper into said flat display section.

At 18, I have shown a large opening cut from the central portion of the base of the blank 10, and the boundary walls of this opening are such as to conform with the outer surfaces of the article to be placed on display in the recess or socket formed by said cut-out when the blank is set up for use, and assumes a substantially conical formation as seen in Figs. 1 and 2 of the drawings.

In the construction shown, the cut-out or recess 18 is adapted to support a rectangular cake or block, such for example, as a cake of soap, but this cut-out may be of any desired contour to receive and support various kinds and classes of merchandise of regular or irregular contour. One side portion of the blank is provided with a semi-circular cut 19 and the other side portion with a crescent-shaped aperture 20 adapted to receive the tongue 21 formed by the cut 19 in securing said side portions together in supporting

the lower portion or base of the blank in conical form and the cone may be of a true circle or of elliptical form, depending entirely upon the arrangement of the article on display and the type of article employed.

When the device is set up for use, the star display section **16** extends upwardly from the front edge of the conical portion directly above the article supported in the recess **18**, and this display section extends in a rearwardly inclined position.

With the construction shown in Figs. 4 and 5 of the drawings, I have shown a different form of base construction as well as a different arrangement of display section on the base. In practice, I provide a blank **22** having a lower article supporting section **23** and a display section **24**, the latter being severed from the section **23** along the lines **25**, **25***a* up to the points **26**, **26***a* so as to form interlocking back wall portions **27** and **28**, foldable on the lines **29** and **29***a* and having interlocking elements **30**, **31** for supporting the base section **23** in a substantially conical form with a straight back wall structure. The base section **23** is provided with a cut-out **32** which forms the recess or socket for the article to be supported thereon and the contour of the boundary walls of this recess or socket will conform with the article supported therein.

With the construction shown in Figs. 4 and 5, the conical or curved contour of the base section **23** extends onto the display section **24**, and this latter section is flexed or curved to bring the side edges **24***a* and **24***b* thereof forward with respect to the central portion **24***c* thereof. The blank **22** or the upper part of the section **23** which is disposed upon the section **24** is provided with two side radial cuts **33** and **33***a* and a plurality of intermediate radial cuts **33***b*. The cuts **33**, **33***a* are in line with scored foldable portions **34**, **34***a* at opposite ends of said cuts so as to provide the outward flexure of the top section **23***a* of the cone, or to maintain continuous vertical inclination of the front portion of the conical base while permitting the reverse curvature of the display section **24**. This is made possible by providing a circumferential cut **35** extending between the points **36**, **36***a* and a vertical cut **37** extending from the central portion of the circumferential cut **35** to the axis or center **24***c* from which all of the cuts **33**, **33***a*, **33***b* radiate.

One of the distinctive features of the device shown in Fig. 4 of the drawings resides in the fact that normally the display is not self-supporting, that is, in removing the article from the supporting recess or socket **32**, the weight and displacement of the top display section **24** is sufficient to cause the same to drop backwardly. The purpose of this arrangement is to prevent shop-lifting of a valuable package arranged on the display by giving clear indication of the removal of the article from a display by the automatic dropping of said display. This type of device will be found useful in displaying jewelry, expensive perfumes and other articles of value. In this connection, it will be understood that in designing or laying out the base, the weight of the particular article to be arranged thereon is taken into consideration. However, in some uses, the general structure of the device shown in Fig. 4 may be slightly modified to provide a supporting back wall and by changing the inclination of the cone to provide a self-supporting display and one sufficient to support articles of heavier weight. The lay-out as shown in Figs. 4 and 5 is not suitable for supporting heavy merchandise.

In Figs. 6, 7 and 8, I have shown another form of construction wherein the blank **38** has a cut-out **39** forming a recess or socket for supporting one article of merchandise within the boundary edges of the conical base **40** of the device similar to the function of the cut-outs **18** and **32**, and in addition thereto, the upper edge portion of the base has an irregular cut-out **41** to receive and support a second article of merchandise so as to provide a dual support and display adaptable for use, for example, in displaying merchandise sold in sets or pairs, such for example as selling a cake or bottle of one article and a tube of another article, both of the same manufacturer. With this construction, the end or side portions of the base are provided with coupling elements **42** and **43** similar to the elements **19** and **20** for supporting the base **40** in its conical shape. With this construction, the display section **44** is foldable on the line **45** and includes a cut portion **46** forming a tongue **47** adapted to engage the package arranged upon the recess formed by the irregularly cut edge **41**.

As in my prior application, the edge **41** conforms with the contour of the article when the base is in its conical form so that the weight of the article arranged on display is distributed throughout the walls of the cone and prevents the collapsing of the cone, notwithstanding the fact that it is composed of light weight cardboard or what might be termed heavy paper. This is one of the distinctive features of the invention, especially as applied to the cut-outs disposed within the boundary walls of the base in the present disclosures. It will also be understood that the contour of the lower supporting edge of the conical base may be fashioned to conform with the support upon which the display is to be arranged, as is taught in my earlier application.

With the different forms of construction shown, the blanks may be shipped in flat packages, and printed, lithographed or otherwise characterized, thereby permitting the manufacture and sale of devices of this kind at a low selling price and yet adapting them for use in displaying merchandise of heavy weights, such as heavy canned goods and the like. In some forms of displays, two or more of the cut-outs **18**, **32**, **39** may be employed to support two or more articles on the base in addition to the top center supports, depending entirely upon the size of the base and the size of the articles to be supported thereon.

In each case it will be apparent that the cut-outs **18**, **32**, **39**, engage the central portion of the article supported, and that the end portions of said article extend beyond and are spaced from the surface of the support. It should further be noted that each cut-out is shaped to conform to the particular article which is to be supported. In other words, it may be said that the outline of the cut-out is defined by the intersection of the surface of the particular article to be supported and the surface of the conical base of the support.

The display sections of the several forms of devices disclosed are not only self-sustaining, but are maintained in extended position under the flexed tension contributed thereto by the manner of cutting and supporting the same in conjunction with the base. With the structure shown in Figs. 6 to 8 inclusive, the tongue **47**

aids in supporting the display in proper position while at the same time aiding in retaining the article arranged in the cut-out 41 against accidental removal.

It will be apparent that means may be provided for supporting articles in any position throughout the device, depending entirely upon the size of the display and the articles of merchandise to be supported.

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

1. A device for supporting articles of merchandise, said device comprising a support formed from a single thin sheet of lightweight material and having substantially the shape of a hollow truncated cone, said support being cut-out at one side thereof intermediate the base and upper end of said cone forming a recess adapted to support a predetermined article of merchandise, the recess in said cone adapted to receive the central portion of said article with the ends thereof extending beyond said recess in spaced relation to the surface of said cone, and the outline of said recess being defined by the intersection of the surface of said article with the surface of said cone whereby the weight of the article supported will be evenly distributed throughout the wall structure of the device.

2. A device for supporting articles of merchandise, said device comprising a support formed from a single thin sheet of lightweight material and having substantially the shape of a hollow truncated cone, said support being cut-out at one side thereof intermediate the base and upper end of said cone forming a recess adapted to support a predetermined article of merchandise, the recess in said cone adapted to receive the central portion of said article with the ends thereof extending beyond said recess in spaced relation to the surface of said cone, the outline of said recess being defined by the intersection of the surface of said article with the surface of said cone whereby the weight of the article supported will be evenly distributed throughout the wall structure of the device, and said device having a display section comprising an extension of the wall structure of said support.

3. A device for supporting articles of merchandise, said device comprising a support formed from a single thin sheet of lightweight material and having substantially the shape of a hollow truncated cone, said support being cut-out at one side thereof intermediate the base and upper end of said cone forming a recess adapted to support a predetermined article of merchandise, the recess in said cone adapted to receive the central portion of said article with the ends thereof extending beyond said recess in spaced relation to the surface of said cone, the outline of said recess being defined by the intersection of the surface of said article with the surface of said cone whereby the weight of the article supported will be evenly distributed throughout the wall structure of the device, and the top of said cone having means for supporting a second predetermined article of merchandise.

NICHOLAS SNELLING.