April 26, 1938. R. A. SCHMIDT 2,115,243

DISPLAY DEVICE

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Fig. 1.

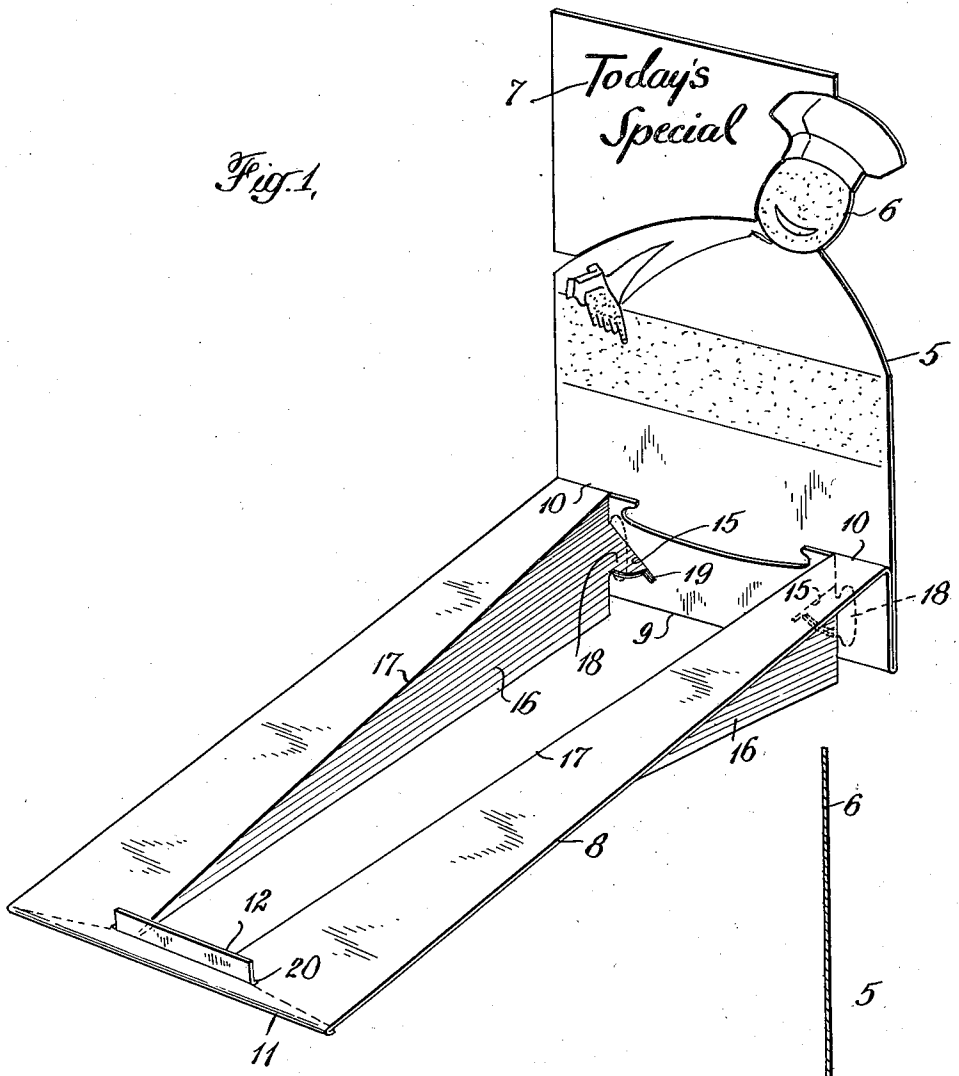


Fig. 2.

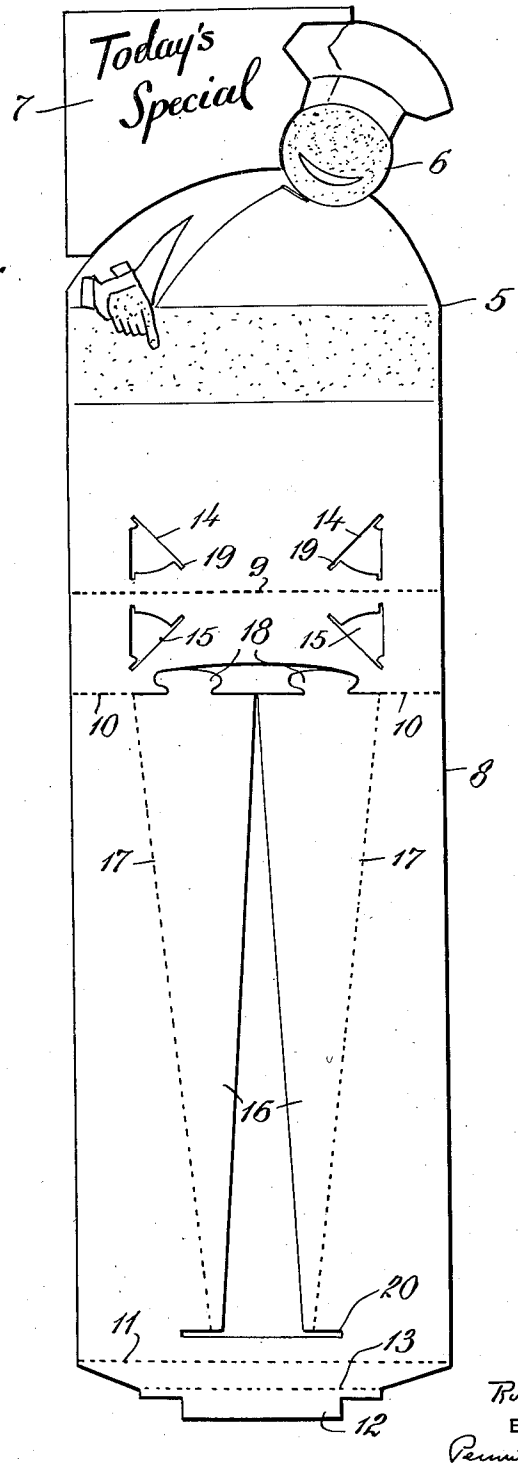
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Fig. 3.



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DISPLAY DEVICE

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Application February 17, 1937, Serial No. 126,103

10 Claims. (Cl. 40—126)

This invention relates to display devices formed from cardboard and similar sheet materials and adapted to be folded from a flat form to afford a support whereon articles of merchandise may be displayed for sale. The device is designed particularly for the display of bread, cake and other baker's goods, but it may be utilized to display other and different kinds of merchandise.

It is the object of the invention to afford a display device adapted to support one or more units of the merchandise, the device being formed from a single flat sheet, so that it may be packed readily for shipment and may be folded easily to the desired form so as to provide an attractive support for the merchandise.

Another object of the invention is the provision of a display device having a back and an elongated shelf projecting from the back, with means to hold articles of merchandise on the shelf.

Other objects and advantages of the invention will be apparent as it is better understood by reference to the following specification and the accompanying drawings, in which

Fig. 1 is a view in perspective illustrating the device set up and ready for use;

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

Fig. 3 is a front elevation of the device in its flattened form.

Referring to the drawings, 5 indicates the body of the device forming the back thereof. It is preferably cut out partially to afford a conventional representation of a character 6 and may carry in addition suitable legends or advertising material 7.

The back 5 is provided with an extension 8 connected by a score-line 9 forming a hinge. The extension is divided into sections by score-lines 10 and 11, and a tab 12 is connected to the end of the extension 8 by a score-line 13.

Openings 14 are provided near the score-line 9, and openings 15 of similar form on the opposite side of the score-line are adapted to register with the openings 14. The adjacent sections, when folded to permit the openings 14 and 15 to register, form a stiffened base for the back 5.

Wings 16 are cut from the section 8 and connected thereto by score-lines 17, which permit the wings to be folded downwardly so that their lower edges are adapted to rest on any suitable support for the device. Tongues 18 are provided at the ends of the wings 16 and are engageable with the registering openings 14 and 15, the latter having slots 19 which permit introduction of the tongues before the wings 16 are turned to an upright position to afford a support for the device.

The tab 12 is adapted to be folded back and inserted through a slot 20 and forms a projecting guard to prevent merchandise displayed on the device from slipping therefrom. Thus, although the support for the merchandise is designed to slope gently in order that a better display may be made, the tongue projecting through the slot 20 will hold the merchandise securely.

The device as described may be shipped flat, as indicated in Fig. 3, and may bear upon its face any kind of advertising material designed to promote the sale of the particular product which is to be displayed. The device may, for example, be packed with the product in a carton or other container. When the merchandise is to be displayed, the device as herein described may be set up readily without using adhesives or any special fastening devices. It is necessary only to bend the various parts along the score-lines and to insert the tongues 18 in the openings provided therefor, thereafter bending the wings 16 to the upright position. The device may then be placed upon a counter or other convenient support to receive the merchandise and to afford an attractive exhibit which, in connection with the advertising matter appearing upon the device, is intended and adapted to promote sales.

The device as described may be made of cardboard, pulp-board or any other suitable sheet material. It may be printed, lithographed, painted or otherwise decorated, and suitable legends and characters may be employed in connection therewith to indicate the character of special merchandise to be displayed thereon.

Various changes may be made in the details of construction and arrangement of the several parts without departing from the invention or sacrificing any of the advantages thereof.

I claim:

1. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back and a shelf projecting forwardly therefrom having wings formed from the body of the shelf and spaced inwardly from the lateral edges thereof and bent downwardly to provide supporting legs.

2. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back, a shelf projecting forwardly therefrom having wings formed from the body of the shelf and spaced inwardly from the lateral edges thereof and bent downwardly to provide sup-

porting legs, and interlocking means to hold the wings in supporting position.

3. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back, a shelf projecting forwardly therefrom having wings formed from the body of the shelf and spaced inwardly from the lateral edges thereof and bent downwardly to provide supporting legs, and interlocking means to hold the wings in supporting position, including tongues on the ends of the wings and adapted to engage openings in the back.

4. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back and a shelf projecting forwardly therefrom having wings bent downwardly to provide supporting legs, the shelf having a slot and a tab adapted to be bent backwardly and upwardly through the slot to provide a guard.

5. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back, a shelf projecting forwardly therefrom having wings bent downwardly to provide supporting legs, the shelf having a slot and a tab adapted to be bent backwardly and upwardly through the slot to provide a guard, and interlocking means to hold the wings in supporting position.

6. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back, a shelf projecting forwardly therefrom having wings bent downwardly to provide supporting legs, and interlocking means to hold the wings in supporting position, including tongues on the ends of the wings and adapted to engage openings in the back, the shelf having a slot and a tab adapted to be bent backwardly and upwardly through the slot to provide a guard.

7. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back and a shelf, and a stiffening strip between and integral with the back and shelf, and wings formed from the body of the shelf and spaced inwardly from the lateral edges thereof and bent downwardly from the shelf to provide supporting legs.

8. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back and a shelf, a stiffening strip between and integral with the back and shelf, wings bent downwardly from the shelf to provide supporting legs, and interlocking means to hold the wings in supporting position.

9. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back and a shelf, a stiffening strip between and integral with the back and shelf, wings bent downwardly from the shelf to provide supporting legs, and interlocking means to hold the wings in supporting position, including tongues on the ends of the wings and adapted to engage registering openings in the back and stiffening strip.

10. A display device comprising a flat sheet of stiff material adapted to be folded to afford a back and a shelf, and a stiffening strip between and integral with the back and shelf, and wings bent downwardly from the shelf to provide supporting legs, the shelf having a slot and a tab adapted to be bent backwardly and upwardly through the slot to provide a guard.

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