May 23, 1939. N. SNELLING 2,159,679

FLEXED-BACK MERCHANDISE DISPLAY

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Fig. 1.

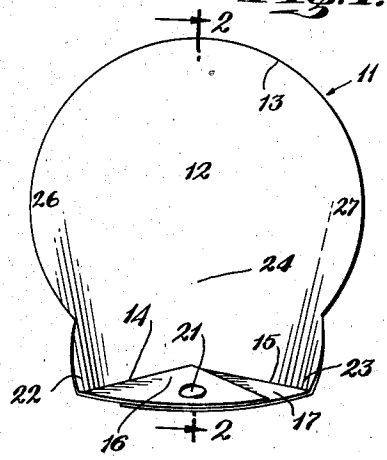


Fig. 2.

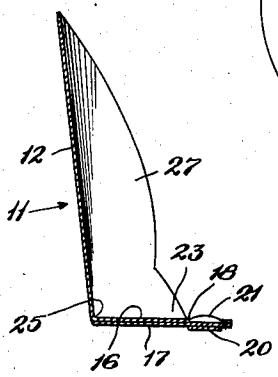


Fig. 3.

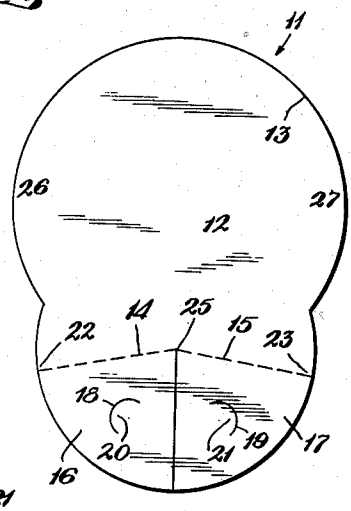


Fig. 4.

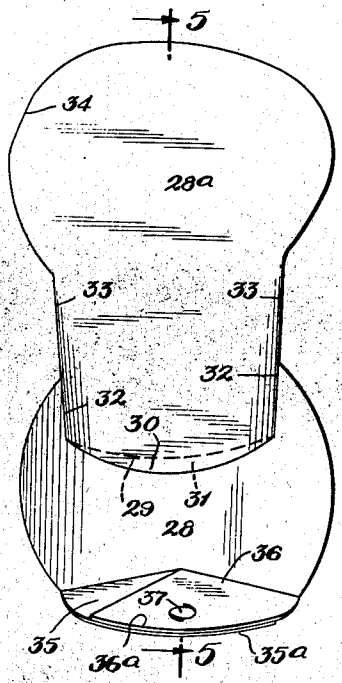


Fig. 5.

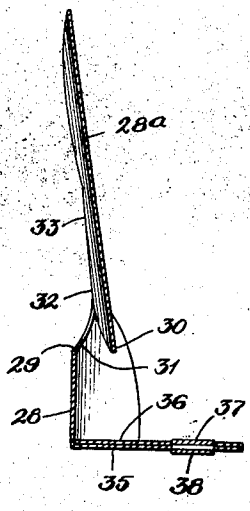
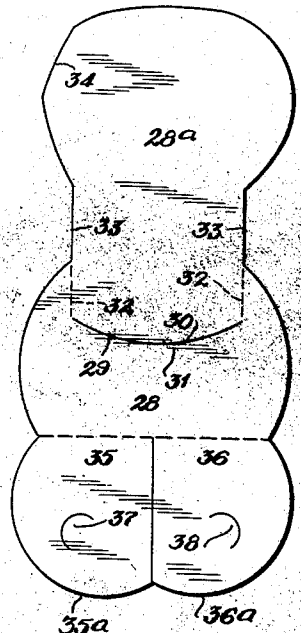


Fig. 6.



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Fig. 7.

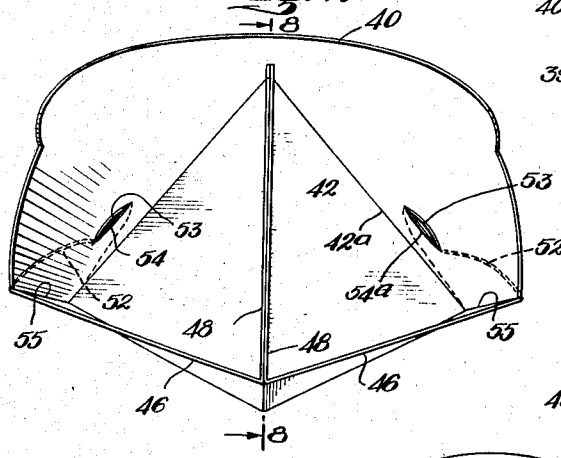


Fig. 8.

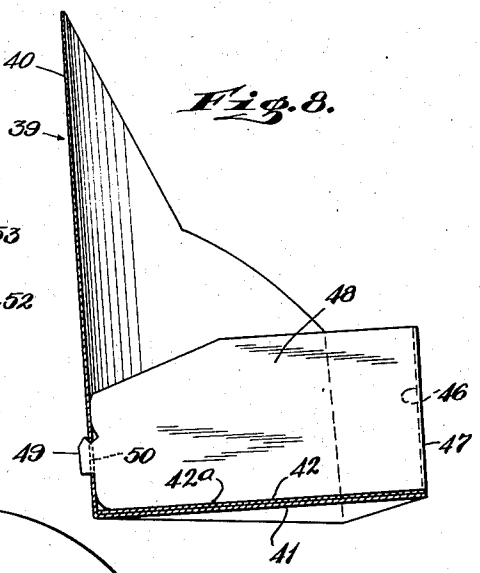


Fig. 9.

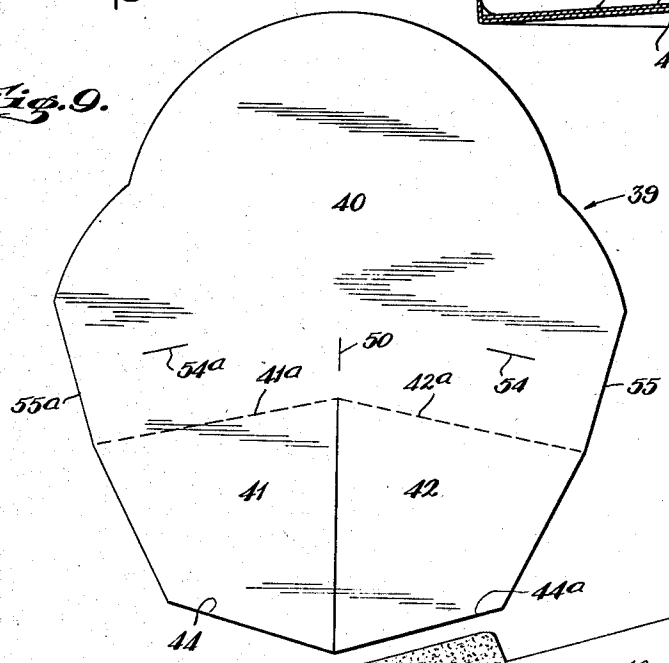
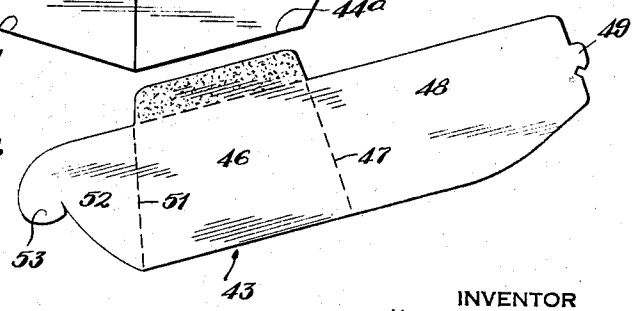


Fig. 10.



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FLEXED-BACK MERCHANDISE DISPLAY

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Long Island, N. Y.

Application December 7, 1936, Serial No. 114,617

3 Claims. (Cl. 211—72)

This invention relates to devices for displaying merchandise, and particularly wherein the merchandise is disposed forwardly of a back display section; and the object of the invention is to provide a display device fashioned from a single sheet of material cut and folded to provide overlapping, interlocking and substantially triangular base or bottom wall portions with a unitary back or display section foldable with respect to one side edge of each of the bottom wall portions so that in coupling the bottom wall portions, the back or display section is supported in a flexed or curved manner extending the side edges of the display section forwardly with respect to the vertical center of said back section and so as to form within the side edges of the display section and upon said bottom walls a recess in which an article of merchandise may be arranged on display; a further object being to provide the display section with a cut-out portion extending forwardly therefrom to engage a part of the article arranged on display and to form a protruding display panel or section; a still further object being to provide means collapsible with respect to the display device to form in conjunction with the bottom wall and side edges of the display a basket or article receiving compartment or compartments, the bottom wall of which is formed by the bottom wall of the display proper; 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 invention 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 front perspective view of one form of device which I employ.

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

Fig. 3 is a plan view of the blank employed in forming the device shown in Figs. 1 and 2.

Fig. 4 is a front view of a modified form of construction.

Fig. 5 is a vertical section on the line 5—5 of Fig. 4.

Fig. 6 is a plan view of the blank which I employ in forming the device shown in Figs. 4 and 5.

Fig. 7 is a plan view of another form of device which I employ.

Fig. 8 is a vertical section through the device shown in Fig. 7.

Fig. 9 is a plan view of one part or blank of the device shown in Figs. 7 and 8; and,

Fig. 10 is a plan view of one of the other blanks employed.

In the construction shown in Figs. 1 to 3 inclusive, I employ a blank 11 consisting of a large back wall and display section 12, the peripheral edges 13 of which may be of any desired contour to be consistent with the advertising matter arranged thereon. Foldable with respect to the lower edges of the section 12 on the lines 14 and 15 are substantially triangular bottom wall parts 16 and 17 having semi-circular cuts 18 and 19 forming interlocking tongues 20, 21 which are adapted to be coupled together in securing the bottom wall parts 16 and 17 one upon the other and against lateral separation when the device is in use. In coupling the bottom wall parts together as above stated, the outer corners 22 and 23 of the lower edge of the display section 12 are drawn forwardly, which operation flexes the back display wall 12 to form a curved back wall structure as clearly seen in Fig. 2 of the drawings, it being understood that the vertical central line 24 of the back wall will be arranged vertically to the adjacent corners 25 of the triangular bottom walls 16 and 17, thus producing a very attractive display backing for an article of merchandise arranged upon the bottom walls 16 and 17 and within the forwardly flexed side corner portions 23, 24 of said backing as well as the forwardly curved or extended central side edges 26 and 27.

The construction shown in Figs. 4, 5 and 6 differs from that shown in Figs. 1 to 3 inclusive primarily in the form and construction of the back display section of the blank which is identified by the reference 28, which includes a supplemental display section 28a adapted to be extended or flexed forwardly with respect to the section 28 in the manner clearly seen in Fig. 5 of the drawings, the blank having a circular cut 29 which permits the lower edge 30 of the section 28a to flex forwardly, whereas the edge 31 maintains the normally curved contour of the section 28. Further, the blank is scored as at 32 so as to maintain the lower side edges of the section 28 perpendicularly to the side edges 33 which merge thereinto. The upper and other side edges 34 of the section 28a may be of any desired design or contour to suit the merchandise placed on display. The bottom wall parts 35 and 36 are slightly different from the wall parts 16 and 17 in the curvature of the outer edges 35a, 36a thereof. These parts are,

nevertheless, substantially triangular in form and include the interlocking tongues **37** and **38** similar to the tongues **20** and **21**. In addition to providing the forwardly extending supplemental display section **28***a* which adds to the appearance of the entire device, the lower edge **30** thereof may also engage the articles supported on the bottom walls **35**, **36** to aid in holding the article in position as well as to add to the display of such article.

In the construction shown in Figs. 7 to 10 inclusive, I employ one blank **39** forming the back wall and display section **40** and the bottom walls **41** and **42** and two similar blanks **43**, one of which is shown in Fig. 10. This blank in conjunction with the display forms an article receiving receptacle or receptacles upon the bottom walls **41**, **42**. With this construction, the outer edges of the substantially triangular bottom walls **41**, **42** which are foldable with respect to the wall **40** on the lines **41***a*, **42***a* are angularly disposed as seen at **44**, **44***a*, **45** and **45***a*.

Each blank **43** is provided with an upright wall portion **46** forming a front wall of the basket, and foldable on the line **47** is a partition wall member **48** which extends forwardly and backwardly and is provided on its inner end with a hook-shaped tongue **49** adapted to engage a cut or slit **50** centrally of the back wall **40** to support the partition walls **48** in position as well as to aid in supporting the front wall of the basket in upright position. Foldable on the lines **51** is a supporting flange **52** having a coupling element **53** adapted to enter other slits **54** respectively in supporting the side edges of the vertical front walls **46** upon the straight side edges **55**, **55***a* on the back wall **40**. The parts thus folded may be shipped and packed in a compact flat package.

In connection with the structure shown in Figs. 7 to 10 inclusive, the back wall **40** is flexed or curved in the same manner as with the structure shown in Figs. 1 to 3 inclusive and the other walls formed from the blanks **43** simply form the basket upon the bottom walls of the display partitioned by the walls **48** which divide the basket into separate compartments. By reason of the manner of folding the parts, the lower corners of the bottom wall are all sealed so that small articles placed in the compartments will be retained against displacement through the device. This construction also produces a strong and durable display of the entire device.

One of the distinctive features of my invention resides in the fact that the entire device may be constructed of light weight board or sheet material which may be termed heavy paper or thin cardboard, suitable for use in printing, lithographing or otherwise ornamenting at least one surface of the sheet to produce an attractive display. The flexure of the back wall of the device places this wall under tension which maintains said wall in a rigid, upright position even though constructed of light material, while at the same time producing an attractive background for the entire device.

It will be understood that in referring to perpendicular and vertical arrangement of the back wall and display section, these terms are to include any desired angle of inclination of said wall or section which is governed by the angle of the fold lines between the bottom walls and the back walls as will be seen upon a consideration of Figs. 3, 6 and 9 of the drawings.

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

1. An article support and display device comprising a blank of relatively thin sheet material, one edge portion of the blank being severed centrally to form independent parts, each foldable with respect to the remainder of the blank on a score line arranged at an angle of less than ninety degrees to the cut intermediate said parts, said parts being adapted to be arranged one upon the other when folded angularly with respect to the remainder of the blank to form bottom walls of said parts with the remainder of the blank extending upwardly to form a back wall and display section, the side portions of the display section being flexed forwardly and the central portion of the display section being inclined rearwardly when said bottom wall parts are arranged one upon the other and means on said parts for supporting the device in set up position.

2. An article support and display device comprising a blank of relatively thin sheet material, one edge portion of the blank being severed centrally to form independent parts, each foldable with respect to the remainder of the blank on a score line arranged at an angle of less than ninety degrees to the cut intermediate said parts, said parts being adapted to be arranged one upon the other when folded angularly with respect to the remainder of the blank to form bottom walls of said parts with the remainder of the blank extending upwardly to form a back wall and display section, the side portions of the display section being flexed forwardly when said bottom wall parts are arranged one upon the other with the central portion of the display section disposed in a rearwardly inclined position, means on said parts for supporting the device in set up position, and said last named means comprising supplemental front wall parts integrally joined with the bottom wall parts and having means engaging the side portions of the upright display section.

3. A display basket of the class described comprising overlapped substantially triangular bottom wall parts, a single back wall and display section integral and foldable with respect to the rear edge of each of the bottom wall parts, whereby the side portions of said section are flexed forwardly in overlapping said parts to form a continuously curved section extending upright with respect to the bottom wall parts to form the rear portion of a basket, other front wall members integrally joined with other edges of said parts and foldable with respect thereto to form the front walls of the basket, and means at the sides of the front wall members for coupling the same with the side portions of said section, and means extending rearwardly over the front wall members and coupled with said section forming a partition sub-dividing the basket into separate compartments.

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