Jan. 25, 1944. S. G. SILBERSTEIN 2,340,148

COMBINED DISPLAY AND SHIPPING DEVICE

Filed March 18, 1943 2 Sheets-Sheet 1

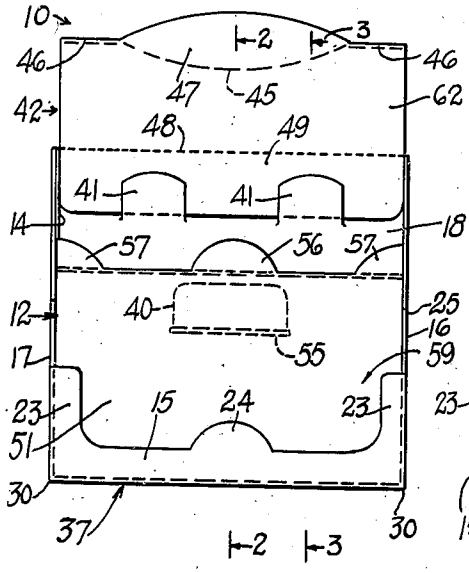


Fig.1

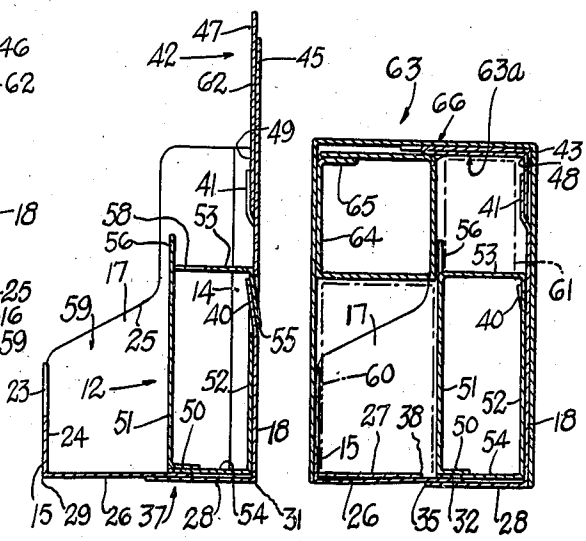


Fig.2

Fig.3

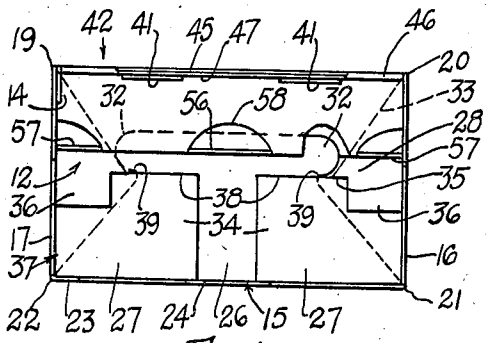


Fig.4

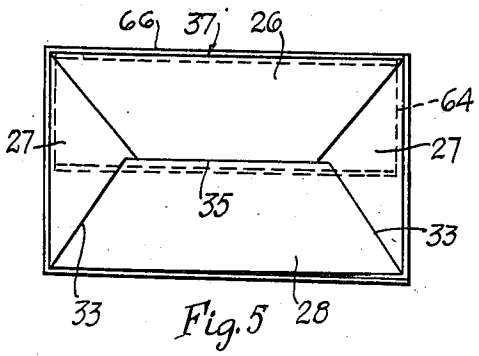


Fig.5

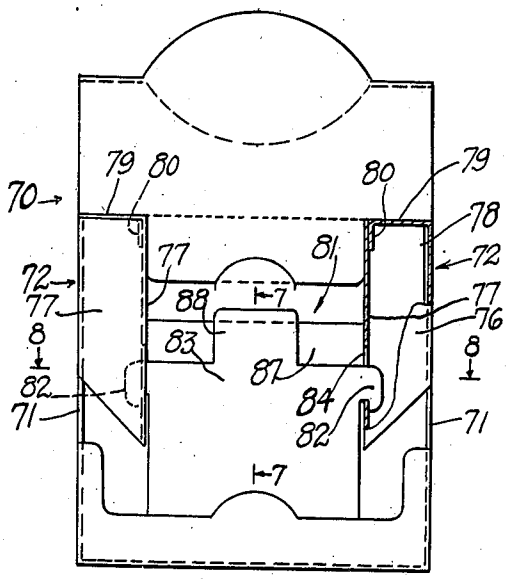


Fig.6

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COMBINED DISPLAY AND SHIPPING DEVICE

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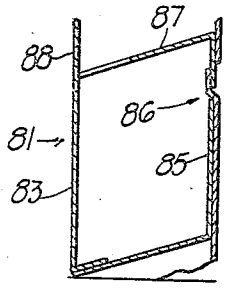


Fig.7

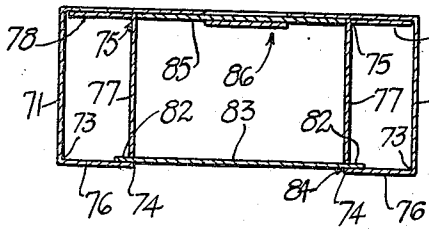


Fig.8

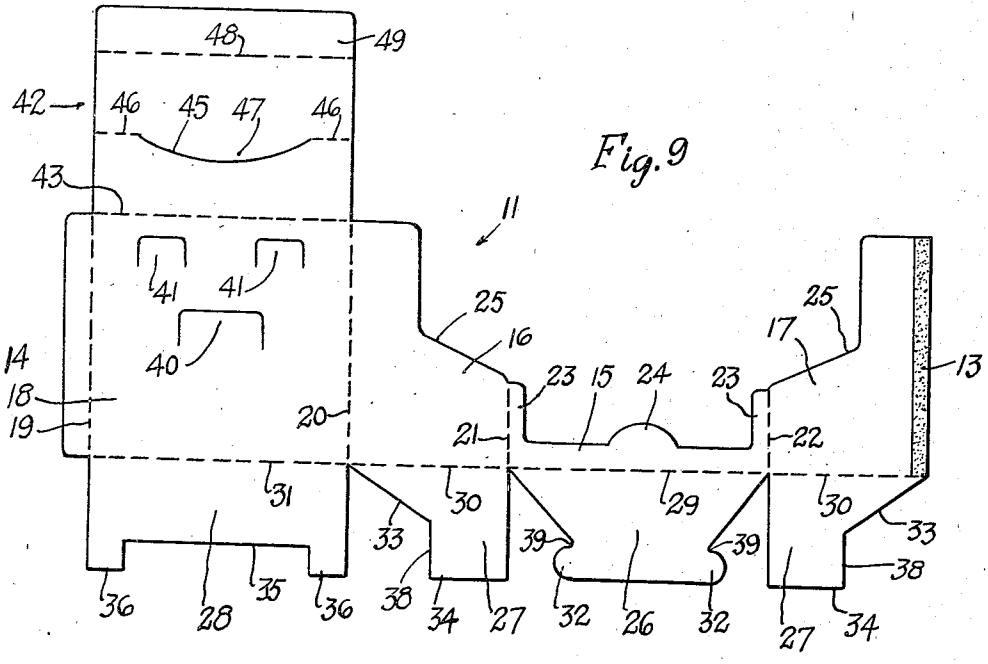


Fig.9

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UNITED STATES PATENT OFFICE

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COMBINED DISPLAY AND SHIPPING DEVICE

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Application March 18, 1943, Serial No. 479,673

6 Claims. (Cl. 206—44)

This invention relates to display devices, and also to combined display and merchandise shipping devices.

One object of the invention is to provide an improved display device for merchandise of different types arranged in different tiers with provision for suitable identifying or advertising indicia.

Another object of the invention is the provision of a display device for different kinds of merchandise, having means for bearing advertising indicia and for retaining the merchandise in distinguishing sections, with the device being capable of being completely collapsed into flat form for shipment and being adapted to be assembled into a durable, rugged structure with a minimum of manipulation.

Another object of the invention is to furnish a stepped, knock-down display device which is capable of being used as a merchandise shipping element, with the merchandise set up in display position therein.

Another object of the invention is to provide a device of the nature set forth comprising a stepped, knockdown, merchandise dispenser and a shipping box for which the dispenser provides a closure so that merchandise in the package produced is retained in display position during shipment.

Another object of the invention is to provide a display of the type mentioned having improved means for holding on edge a plurality of thin articles in such a manner that they shall not tend to fall over especially if some of the articles are removed.

Other objects and advantages of the invention will become apparent as the specification proceeds.

With the aforesaid objects in view, the invention consists in the novel combinations and arrangements of parts hereinafter described in their preferred embodiments, pointed out in the subjoined claims, and illustrated on the annexed drawings, wherein like parts are designated by the same reference characters throughout the several views.

In the drawings:

Figure 1 is a view in front elevation showing a display device embodying the invention.

Fig. 2 is a sectional view taken on line 2—2, of Fig. 1.

Fig. 3 is a sectional view taken on line 3—3 of Fig. 1, but with a top rear display portion folded over, and the display device housed in a carton to form a merchandise shipping package embodying the invention, the merchandise therein being indicated in dot-dash lines.

Fig. 4 is a top plan view of the display device, with a part broken away.

Fig. 5 is a bottom plan view of the shipping package.

Fig. 6 is a view in front elevation showing a modified display device, with parts in section.

Fig. 7 is a fragmentary sectional view taken on line 7—7 of Fig. 6.

Fig. 8 is a sectional view taken on line 8—8 of Fig. 6.

Fig. 9 is a plan view of a blank for the main section of the display device of Fig. 1.

The advantages of the invention as here outlined are best realized when all of its features and instrumentalities are combined in one and the same structure, but, useful devices may be produced embodying less than the whole.

It will be obvious to those skilled in the art to which this invention appertains, that the same may be incorporated in several different constructions. The accompanying drawings, therefore, is submitted merely as showing the preferred exemplification of the invention.

Referring in detail to the drawings, 10 denotes a two piece display device embodying the invention. One of these pieces is provided by the blank 11 of Fig. 9, and the other piece may consist of a tubular shelf forming element 12 shown in Figs. 1, 2 and 3. Without limitation thereto the specific structure is best described by first referring to the blank 11 and employing like reference numerals for like parts in the assembled display device 10 and in the blank 11. The latter is adapted to be formed into a tube by pasting an end portion 13 to an end flap 14. This tube may provide a front wall 15, side walls 16, 17 and a back side wall 18 defined by upright, vertical fold lines 19, 20, 21 and 22. The front wall 15 may have upwardly projecting extensions for retaining the merchandise, such as the end portions 23 and a central portion 24 which always lie in the plane of the front wall. The mean height of the front wall 15 is much less than that of the back wall 18, and the side walls 16, 17 may be of any other suitable height, and are preferably stepped at 25 for easier access to the merchandise. A bottom wall for the tubular member is preferably of the conventional releasably interlocked flap construction, including flaps 26, 27 and 28, so that one flap is connected to each upright wall of the tubular member, as by fold lines shown at 29, 30 and 31 which lie in a plane. The flap 26 connected to the front wall 15 may

be tapered away from said wall and may have oppositely extending aligned tongues 32. The flaps 27 each have one edge aligned with a fold line 21 or 22, and an opposite edge 33 angular to form a tongue portion 34. These tongues 34 lie relatively closely to the flap 26. The flaps 28 have edges at 35, which may be formed by cut outs resulting in projections 36 which are used merely for added stiffness in the assembled bottom wall, as will be described.

For assembling the bottom wall, which may be denoted as a whole as 37, the flap 28 is first folded upward at 31, to lie in a horizontal plane, then the flaps 27 are similarly folded upward on lines 30. It will now result that the angular parts at 33 will underlie the flap 28, while the edges 38 will register with the edge 35 of flap 28, so that the tongues 34 can lie in the plane with or slightly above flap 28. In this position there is no interlocking. Now the flap 26 is folded upward on its line 29, and is pushed upward past the horizontal plane of its fold line. This causes flaps 27, and 28 to move correspondingly upward, separating the flap 28 from flaps 27 and leaving a gap along the entire length of the edge 35. Through this gap the free end of flap 26 is pushed upward to override the edge 35 and slip in over the adjacent part of flap 28 along its edge 35. Now all the flaps are permitted to drop to horizontal, the edges 35 and 38 coming together and gripping the flap 28, and latter underlying flaps 27 and overlying flap 26, with the tongues 32 engaging at their corners 39 on edges 38 rather closely to the junction of edge 33 with edge 38. It is seen that each flap overlies one adjacent flap and underlies another adjacent flap. The extensions 36 and adjacent parts of flap 28 of course overlie flaps 27. The result is a very simple lock, whose particular merit is that it will not open on downward pressure. Any other suitable bottom knockdown wall may be substituted for that herein shown.

Resuming the description of the blank 11, the back wall 18 may have a series of slits, defining a tongue 40, and a pair of tongues 41 at a higher elevation than the tongue 40. All of these tongues project upwardly. The back wall 18 may be regarded as having a section 42 connected thereto by a fold line 43, and having a downwardly concaved slit 45 from whose ends extend fold lines 46 to the edges of the section. Folding on the lines 46 results in an upwardly projecting display extension 47. When thus folded, another fold line 48 coincides with the fold line 43 and provides a flap 49 located below 43 and adapted to engage the tongues 41 by insertion between the latter and the body of the back wall 18, in front of the latter. In this position the concave cut at 45 will be concealed in back of wall 18.

The tubular element 13, clearly shown in Figs. 2 and 3, is formed by a glued seam 50 and is provided with horizontal fold lines defining a front wall 51, a back wall 52, a top wall 53 and a bottom wall 54. It may be open at its opposite ends, which may abut the side walls 16, 17 of the display device. To retain it in position, the back wall 52 may have a slot 55 adapted to receive the tongue 40 by pushing the latter slightly frontward and moving the element 12 downward. This engagement may limit downward and lateral movement of the back wall of the element relative to the back wall of the member. But to avoid the collapse of the parallelogram afforded by element 12, additional engagement or securement must be afforded. This may be provided by causing the front or bottom walls 51, 54 of the element to rest on the bottom wall 37 of the display member. It is seen that the top wall 53 of the element forms an article supporting display shelf. To prevent the articles from falling off the shelf one or more tongues such as 56, 57 may extend upward from the front wall 51, being cut out from the top wall, for instance as at 58, and in a manner similar to that indicated at 45, 46, 47. Thus a simple, rectangular strip of cardboard, formed with slit 55, openings as at 58, and score lines is merely folded and glued at 50 to produce the element 12.

It is noteworthy that the element 12 is spaced rearward of the front wall 15 to provide a compartment 59 for receiving merchandise as indicated in dot-dash lines at 60 in Fig. 3. This merchandise is snugly retained between the side walls 16, 17 and between the front wall 15 and the element 12, whose front wall 51 acts as a reliable backing member, any pressure being transmitted to the back wall 18. For example, two rows of tobacco packages may be disposed side by side in compartment 59, each package being upright, and the portion 24 overlapping both rows. The front wall 15 may carry advertising or display indicia for these packages, and the price may be prominently shown on 24. Other articles or packages of tobacco may be similarly disposed on shelf 53, as indicated by dot-dash lines 61, and advertising or display data or prices may be indicated on the parts 56, 57 and on the portion 62. The latter may also carry the brand name or manufacturer's name, etc. Since cardboard is finished on only one face the portion 62 shows a finished display face, which is always frontward, because the section 42 need not be unfolded in packaging, so that there is no opportunity for the retailer to make an error in setting up the display device.

In Fig. 3 is shown a shipping device 63 embodying the invention. The same includes the merchandise 60, 61 set up in display position, which is not disturbed in any way in the package. The device 63 is formed by folding forwardly into horizontal position the upper part 63a of section 42 on the coincident fold lines 43 and 48 to overlie the merchandise 61. Then a tubular open ended member 64 having a glue joint at 65 is placed on the merchandise 60, against wall 51 and between the end walls 16, 17, to serve as a filler. Then a box 66 is pushed down to enclose the display device and merchandise and filler 64, with the bottom wall 37 of the display device serving as a closure. Of course the top wall of the box 66 may have releasably interlocked flaps like those of the wall 37, so that the box is collapsible. The filler is collapsible on its longitudinal fold lines.

It will now be clear that when the retailer receives the package 63, he merely removes the box 66 and member 64, then fold back section 63a, and the device 10 is fully set up with its merchandise in place. This folding of the part 63a on lines 43 and 48 is possible because the engagement with tongues 41 is of a lost motion character.

In Figs. 6, 7 and 8 is shown a modification 70 which is generally like the display device 10, and which can be embodied in a package such as 63, except that it is formed with a shelf such as 53 of the device 10 that is inclined and mounted in a different manner. The purpose of the inclination is to prevent thin upright articles of merchandise from toppling off the shelf by causing

them to tilt backward and slide against the front flange or wall of the shelf. The description will be limited to the features in which device 70 is different from device 10, it being understood that in other respects the two devices are like in construction and is assembling.

From the upper portions of the side walls 71 of the main display member extend elements 72 each having three vertical fold lines 73, 74 and 75 to provide with the side walls identical tubular sections. Each of the latter thus includes a front wall 76, an inner wall 77 and a back wall 78. Extending from the side walls 71 are covers 79 for closing the tops of the tubular sections 72, each cover having a tongue or flap 80 which is inserted into its tubular section and presses between the walls 76 and 78 to prevent unfolding of the section, whereby no gluing at the wall 76 is needed. The covers 79 may be slightly larger than the flaps 80 to overlie the top edges of the tubular sections. The securement is aided by the shelf device 81 which is fitted snugly between the opposed walls 77 and is interlocked as by tongues 82 formed to lie in the plane of the front wall 83 and engaged in slots 84 provided in the walls 77 near the fold lines 74. Thus the front wall 83 is supported by the tongues 82, although it may also rest on the bottom wall of the main display member, as in device 10. The rear wall 85 may be at a higher elevation than the front wall as determined by the tongue and slot lock 86 which is like that at 41, 55. Hence the shelf or top wall 87 is downwardly inclined. When the thin upright articles are compactly arranged they stand upright without difficulty, but as articles are removed, looseness develops whereby the articles slide downward on the shelf 87 up to the flange portion 88 which is like that at 56 or 57, the articles tilting rearward. The structure shown is easily produced because element 81 is a collapsible parallelogram. This feature may be regarded as incorporated also in device 10, in which the tongue 41 may be positioned higher up or the slot 55 lowered.

I claim:

1. A display device including a tubular member having vertical fold lines defining front and back walls and side walls and having releasably interlocked flaps connected to said side walls for forming a bottom wall to prevent said member from collapsing on said fold lines, the back wall being of greater height than the front wall, and a tubular element having horizontal fold lines whereby the element is collapsible, said element being located wholly between the front, back and side walls and resting directly on the bottom wall and being of greater height than the front wall and of lesser height than the back wall, with the top of the element forming a shelf for display merchandise, said element having a rear wall closely adjacent to the back wall of the member, the element being spaced from the front wall to thus define a compartment whereby other display merchandise can be disposed in said compartment so as to rest against the element as a backing member, said member and said element having cooperating releasably engaging tongue and slot means to engage the upper portion of the rear wall of the element with the back wall of the member in a horizontal and in a vertical direction, to thus secure the element against lateral movement and collapse under the weight of merchandise resting on said shelf.

2. A display device according to claim 1 wherein the tongue is on the back wall of the member and projects upwardly in relatively rigid relation thereto with the slot being in the rear wall of the element, whereby the latter is engageable with the tongue upon downward movement of the tubular element in course of insertion into the member.

3. A display device according to claim 1 wherein said back wall includes a top section reversely folded on itself to provide a part lying in front of and in direct contact with the main part of the back wall, the folded section being normally upright with the front part of said section being adapted to carry advertising indicia, said front part and the main part of the back wall having means for releasable flap interengagement at the bottom edge of said front part above said shelf, said section having additional fold lines located approximately at the elevation of the top of the side walls and being foldable with the flap means in engaged position to provide a portion overlying and parallel to said shelf when the display device is used as a shipping container member.

4. A display device including a tubular member having vertical fold lines defining front, back and side walls, said walls having releasably interlocked bottom flaps forming a bottom wall to prevent said member from collapsing on said fold lines, the back wall being of greater height than the front wall, and a knockdown tubular element having horizontal fold lines defining a back wall, a front wall and a top wall constituting an article carrying display shelf, the back wall of the member and the back wall of the element having tongue and slot releasable interengagement to support the back wall of the element in contact with the back wall of the member, said element being located between the front and back walls of the member and being rearwardly spaced from the front wall of the member, with said shelf being spaced above the bottom wall of the member whereby the said bottom wall provides a merchandise display compartment in front of the shelf, the front wall of the element having means for releasable engagement with the member to support the former, whereby the element is disposed with its shelf in an operative position.

5. A display device according to claim 4 wherein the side walls of the member are provided with tubular upright portions confronting each other and lying at opposite ends of the element, the front wall of said element having tongues and the tubular portions having slots releasably engaging the tongues with the latter projecting into the tubular portions to thus afford the said releasable engagement with the member for supporting the front wall of the element.

6. A display device according to claim 4 wherein the elevation of the tongue and slot engagement at the back walls is such that the back wall of the element is at a different elevation than the front wall thereof to thus cause the said shelf to slope.

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