Dec. 15, 1936. N. J. LEIGH 2,064,434

DISPLAY DEVICE

Filed Nov. 14, 1935

Fig. 1

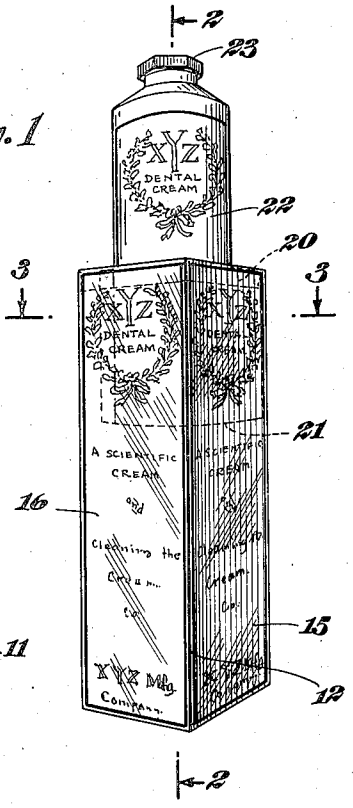


Fig. 2

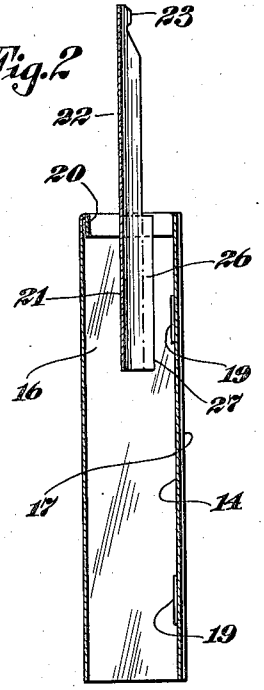


Fig. 3

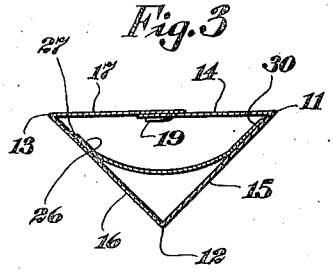


Fig. 4

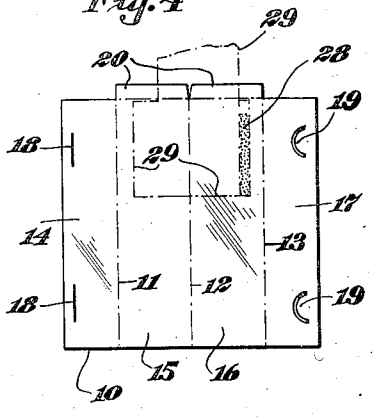


Fig. 5

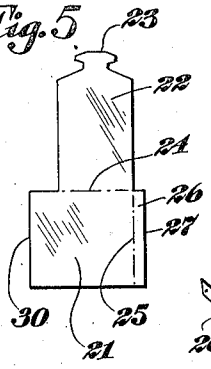
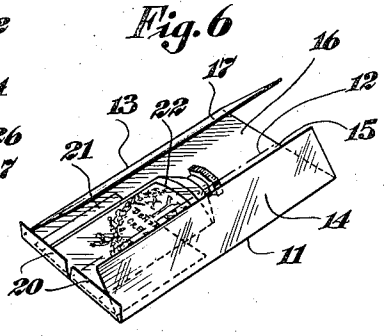


Fig. 6



INVENTOR,
Nathan Joseph Leigh,
BY
Frederick Breitenfeld
ATTORNEY.

Patented Dec. 15, 1936 2,064,434

UNITED STATES PATENT OFFICE

2,064,434

DISPLAY DEVICE

Nathan Joseph Leigh, Great Neck, N. Y., assignor to Einson-Freeman Co., Inc., Long Island City, N. Y., a corporation of Delaware

Application November 14, 1935, Serial No. 49,676

4 Claims. (Cl. 40—126)

My present invention relates generally to display devices.

It is a general object of my invention to provide a knock-down display device of simplified character, adapted to be formed, in its entirety, of only two blanks of sheet material, and capable of being set up expeditiously to form a unique simulation of a container for an article of merchandise.

The present device is designed for use in show windows and other places where a commodity of one form or another is to be advantageously displayed or advertised. While the size of the device forms no part of the present invention, nevertheless its general nature will be more fully appreciated when I point out that the display device herein illustrated is approximately three feet in height.

While I have herein illustrated and shall hereinafter describe my invention as it may be applied to the advertising of a tube of toothpaste, nevertheless it will be understood that the invention is not necessarily restricted to the display or advertising of any particular commodity. However, it has proven to be unusually well adapted for use in connection with an elongated article of merchandise such as a tube of toothpaste.

One of the characterizing features of the invention lies in the simulation of at least two walls of a container for a commodity, together with a simulation of a portion of the commodity itself, the latter being in partly withdrawn or projecting relationship with respect to the container. Briefly, the present device consists of a single blank of sheet material shaped into the form of a collapsible hollow prism, certain walls of the prism simulating the front of a container, in combination with a second blank of sheet material disposed in one end of the prism in partly projecting position, with its exposed portion shaped to simulate the front of the article of merchandise which is supposed to be accommodated within the container.

The present device is simple in structural nature, inexpensive to manufacture, easy to set up, and adapted to be collapsed into a substantially single plane so that it may be packed, shipped, and stored in flat condition.

I achieve the foregoing objects, and such other objects as may hereinafter appear or be pointed out, in the manner illustratively exemplified in the accompanying drawing, wherein—

Figure 1 is a perspective view showing the present display device in set-up condition, as the same appears to the observer;

Figure 2 is a cross-sectional view taken substantially along the line 2—2 of Figure 1;

Figure 3 is a cross-sectional view taken substantially along the line 3—3 of Figure 1;

Figure 4 is a plan view of the blank of sheet material forming the main prism, the blank being shown from the rear;

Figure 5 is a plan view of the second blank of sheet material entering into the present assembly, also shown from the rear; and

Figure 6 is a perspective view showing the manner in which the device of Figure 1 is adapted to be collapsed into substantially flat condition.

Reference will first be had to Figures 4 and 5. A single blank of sheet material, composed of cardboard or its equivalent, is shaped into substantially rectangular form and is designated by the reference numeral 10. Fold lines 11, 12, and 13 divide the blank into four longitudinal sections 14, 15, 16, and 17. This blank is adapted to be set up to form a hollow prism of polygonal cross-section, the sections 14 and 17 being adapted to overlap, as shown in Figure 3, and being provided, with this object in view, with cooperable slits 18 and tabs 19. The tabs 19 engage with the slits 18, respectively, to hold the sections 14 and 17 in overlapped relationship.

At the upper ends of the sections 15 and 16, as viewed in Figure 4, extensions 20 are provided for a purpose presently to be described.

The other blank of sheet material, also composed of cardboard or its equivalent, and entering into the present construction, is shown most clearly in Figure 5. It consists of a rear substantially rectangular portion 21, and a forward display portion 22, the latter being suitably configured, as will be presently understood, so that when the device is complete, the simulation of an article of merchandise will be enhanced. Thus, where the article of merchandise is a tube of toothpaste, the forward or upper end of the portion 22 is configured, as shown at 23, so as to simulate the outlet neck and tube closure cap. The reference numeral 24 is applied to a fold line between the portions 21 and 22 of the blank of Figure 5. The dot-and-dash line 25 defines an area 26 adjacent to the lateral edge 27 of the blank which is adhesively secured to the section 16 of Figure 4 along the shaded area 28. When the blank of Figure 5 is thus secured to the blank of Figure 4, it as-

sumes the position indicated by the dotted lines 29 of Figure 4.

The forward or outer faces of the sections 15 and 16 are suitably ornamented, printed upon, or otherwise embellished, so that when the device is set up, these two walls of the resultant hollow prism simulate two adjacent walls of a container of rectangular cross-section, such as the customary elongated carton within which a tube of toothpaste is usually accommodated. This embellishment is indicated in a general way in Figure 1. It will be observed that, although the prism is triangular in cross-section, nevertheless the effect upon the eye of an observer is one of a rectangular container. Stated otherwise, the blank is set up into the form of a hollow prism which conforms in cross-section to a 45° triangle, and the rectangularly disposed walls of the prism simulate two adjacent walls of a container of rectangular or square cross-section.

To rigidify the structure, the extensions 20 are folded inwards, as indicated most clearly in Figure 2.

When the main prism is set up, the auxiliary blank is flexed or bent into arcuate cross-section, the convex surface spanning the angle of 90°, as shown most clearly in Figure 3. This convexity creates the impression, to the eye of an observer, of a complete tubular article having an elliptical or circular cross-section.

In accordance with my invention, the lateral edge 30 (opposite the lateral edge 27 which is secured to the section 16) is free of connection with the hollow prism, thus permitting the blank of Figure 5 to flatten out when the device is collapsed and to flex readily into arcuate cross-section when the device is set up. Furthermore, the portion 21 of the auxiliary blank is of such a size that when the device is set up the lateral edge 30 braces itself within the angle formed by the fold line 11. This is the angle of the prism opposite to the wall to which the lateral edge 27 is adhesively secured.

The unusually striking effect which the device produces need not be elaborated upon. When stood up in a show window or other conspicuous place, the observer is led to believe that he is looking at a giant carton or container, with a corresponding giant article of merchandise partly projecting therefrom. As a matter of fact, the effect is a mere illusion, as will be understood, and the device may be readily collapsed into substantially flat form both before and after it has served its purposes. This collapsing is effected by disconnecting the overlapping walls 14 and 17. If desired, greater compactness may then be accomplished by folding the portion 22 downward upon the portion 21, along the fold line 24. The sections 14 and 17 may then be doubled upon the sections 15 and 16, respectively, all as shown most clearly in Figure 6.

It will be understood that the invention is not restricted to a hollow prism of triangular cross-section, nor to the particular proportions shown.

In general, it will be understood that changes in the details, herein described and illustrated for the purpose of explaining the nature of my invention, may be made by those skilled in the art without departing from the spirit and scope of the invention as expressed in the appended claims. It is, therefore, intended that these details be interpreted as illustrative, and not in a limiting sense.

Having thus described my invention, and illustrated its use, what I claim as new and desire to secure by Letters Patent is—

1. A knock-down display device comprising a single blank of sheet material shaped into the form of a collapsible hollow elongated prism of polygonal cross-section, certain adjacent walls of said prism simulating adjacent walls of a container for an elongated tubular article of merchandise, and a second blank of sheet material disposed in one end of said prism in partly projecting position with its exposed portion bent into arcuate cross-section so as to simulate the front of said tubular article of manufacture.

2. A knock-down display device comprising a single blank of sheet material shaped into the form of a collapsible hollow elongated prism conforming in cross-section to a 45° triangle, the rectangularly disposed walls of said prism simulating adjacent walls of a container of rectangular cross-section adapted to accommodate an elongated tubular article of merchandise, and a second blank of sheet material disposed in one end of said prism in partly projecting position with its exposed portion bent into arcuate cross-section so as to simulate the front of said tubular article of merchandise, the convex surface of said second blank being disposed within the 90° angle of said prism.

3. A knock-down display device comprising a single blank of sheet material shaped into the form of a collapsible hollow prism, certain walls of said prism simulating the front of a container for an article of merchandise, and a second blank of sheet material disposed in one end of said prism in partly projecting position with its exposed portion shaped to simulate the front of said article of merchandise; said second blank having one lateral edge of its inner portion adhesively secured to the inner surface of one of said prism walls, the other lateral edge being free, so that said prism and said second blank may be simultaneously collapsed into a substantially single plane.

4. A knock-down display device comprising a single blank of sheet material shaped into the form of a collapsible hollow prism of triangular cross-section, two walls of said prism simulating adjacent walls of a rectangular container for a tubular article of merchandise, and a second blank of sheet material disposed in one end of said prism in partly projecting position and flexed into arcuate cross-section so that its exposed portion will simulate the front of said tubular article of merchandise, one lateral edge of said second blank being secured to the inner surface of one of said two prism walls, the other lateral edge being braced within the opposite prism angle.

NATHAN JOSEPH LEIGH.