

Sept. 1, 1942.

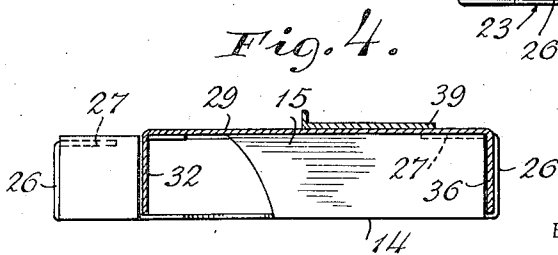
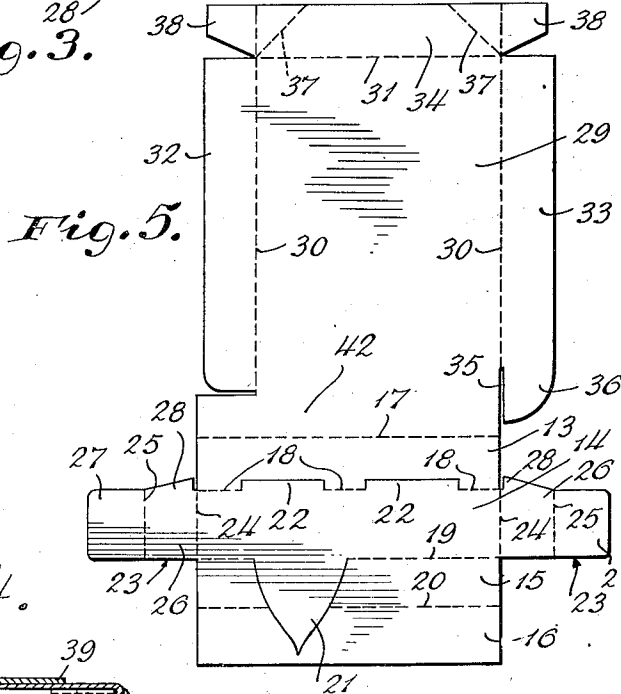
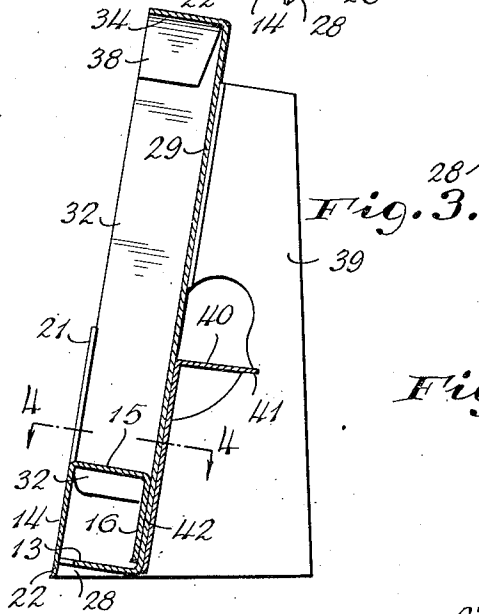
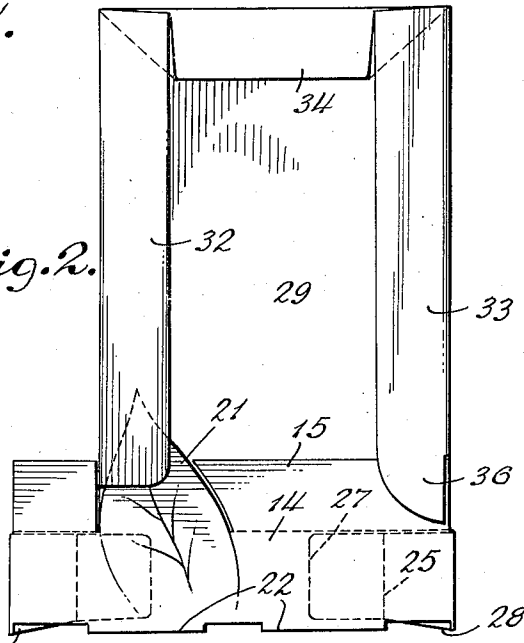
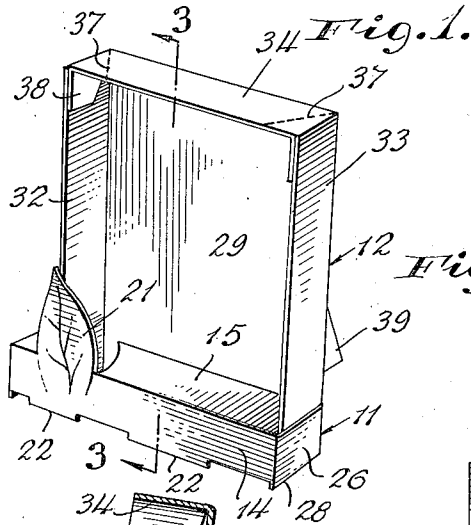
W. H. WALTERS

2,294,641

DISPLAY DEVICE

Filed May 27, 1941

2 Sheets-Sheet 1



INVENTOR.
WILLIAM H. WALTERS

BY

mueller + Rehl

ATTORNEYS

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2 Sheets-Sheet 2

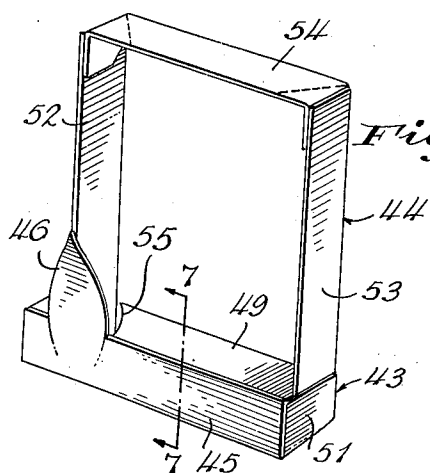


Fig. 6.

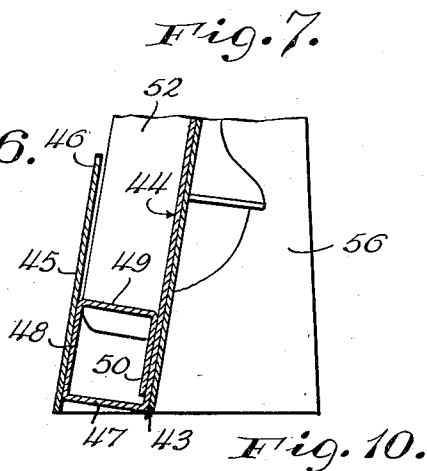


Fig. 7.

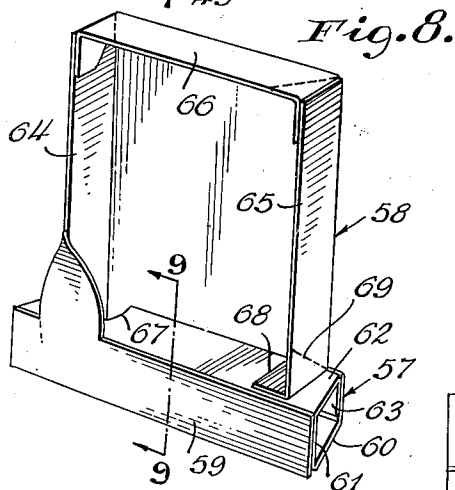


Fig. 8.

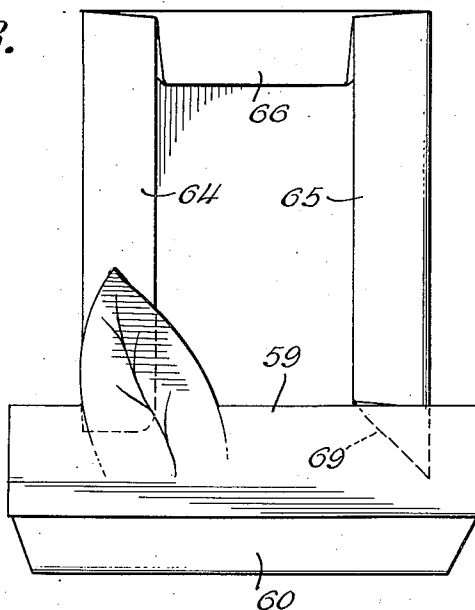


Fig. 9.

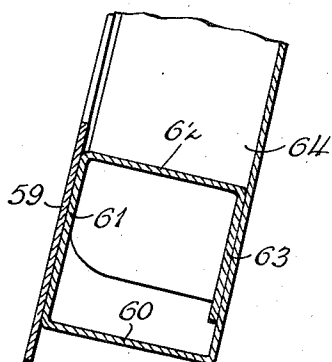


Fig. 10.

INVENTOR.
WILLIAM H. WALTERS

BY

Smeller & Rulif
ATTORNEYS

UNITED STATES PATENT OFFICE

2,294,641

DISPLAY DEVICE

William H. Walters, Maspeth, Long Island, N. Y.,
 assignor to The United States Printing & Litho-
 graph Company, Brooklyn, N. Y., a corpora-
 tion of Ohio

Application May 27, 1941, Serial No. 395,324

8 Claims. (Cl. 206—44)

This invention relates to improvements in display devices and has particular reference to a collapsible counter display for use in exhibiting articles of merchandise.

An object of the invention is to provide an improved display device of simple and practical construction which may be made from sheet material and wherein said material is cut and folded to provide collapsible base and receptacle portions each including a plurality of walls, one of which forms the top of said base portion and an end of said receptacle portion, and constitutes a support for articles contained in the latter portion.

The above and other objects will appear more clearly from the following detailed description when taken in connection with the accompanying drawings which illustrate preferred embodiments of the inventive idea.

In the drawings:

Figure 1 is a perspective view of one embodiment of a display device constructed in accordance with the invention and showing the same in operative position.

Figure 2 is a plan view in the folded or collapsed position of the device.

Figure 3 is a vertical section on the line 3—3 of Figure 1.

Figure 4 is a transverse section on the line 4—4 of Figure 3.

Figure 5 is a plan view of the blank from which the device is formed.

Figure 6 is a view similar to Figure 1 showing another form of the invention.

Figure 7 is a vertical section on the line 7—7 of Figure 6.

Figure 8 is a perspective view of still another form of the invention.

Figure 9 is a section on the line 9—9 of Figure 8.

Figure 10 is a plan view of the device of Figure 8 in its folded or collapsed position.

Referring more particularly to Figures 1 to 5 of the drawings, the numerals 11 and 12 indicate, respectively, the base and receptacle portions of the device which may be employed for exhibiting articles of merchandise, such as packages of cigarettes.

As best shown in Figure 5, the device of this embodiment is formed from a single sheet of material, such as cardboard or the like, and is cut and scored to provide the base and receptacle portions 11 and 12. The base portion comprises the bottom, front, top and back walls 13, 14, 15 and 16, respectively, defined by the scored or

folding lines 17, 18, 19 and 20 extending transversely of the blank from which the device is made. From the score line 19, the material of the blank constituting the top and back walls 15 and 16 may be cut, if desired, to form an ornament 21, such as a simulation of a tobacco leaf, which will extend upwardly from the base portion 11 when the device is in its operative position, as shown in Figure 1. From the fold line 18, the material of the blank is cut into the bottom 13 to provide two spaced supporting sections 22 which, when the device is set up, are disposed in the plane of the front wall 14 and depend below the bottom wall 13 so as to engage a support upon which the device is mounted and thus cause the device to assume a rearwardly inclined position, as best illustrated in Figure 3. Each end of the front wall 14 is provided with an extension 23 which is scored at 24 and 25 to define an end closure 26 and a flap 27. One edge of the end closure 26 is provided with a flange 28 having an inclined edge which is adapted to engage the support upon which the device rests when in operative position and cooperates with the sections 22 to support said device in an inclined position.

The receptacle portion 12 of the blank of Figure 5 comprises the bottom 29 defined by the longitudinal score lines 30 and the transverse line 31 and said bottom has extending from its longitudinal edges the side walls 32 and 33, with the transverse score line 31 defining the upper end wall 34. Along the lower end of the right-hand score line 30, the material of the blank is cut at 35 to form an extension 36 of the side wall 33, which extension is overlapped by the adjacent end closure 26 when the device is set up so as to aid in maintaining the side wall 33 in its operative position. The end wall 34 is diagonally scored at 37 to form inwardly folding lines and the ends of said wall are provided with flaps 38 adapted to be secured to the adjacent end of the side walls 32, 33 by a suitable adhesive.

To further aid in supporting the device upon a counter, the back of the bottom 29 of the receptacle portion is provided with an easel 39 of known construction which may be flattened against the flap of said bottom when not in use, and from which is cut a brace 40 adapted to engage in a notch 41 when the easel is in its operative position as shown in Figure 3.

When assembling the device as in Figure 5, the undersurface of the back wall 16, as viewed in said figure, has adhesive applied thereto and the blank of the base portion 11 is then folded on the

lines 17, 18, 19 and 20 so as to engage the coated surface of said back 16 with the area 42 of the bottom 29 of the receptacle portion. In this manner the base 11 assumes a rectangular formation in cross section, with the ornament 21 projecting upwardly in the plane of the front wall 14, and the supporting sections 22 extending downwardly from the lower edge of said front wall and below the bottom wall 13. Also, the top wall 15 then constitutes the lower end wall of the receptacle portion 12. When the device is not in use, the same may be folded or collapsed into a substantially flat position, as shown in Figure 2, from which position said device may be readily and quickly set up by first swinging the side and end walls 32, 33 and 34 of the receptacle portion to substantially right angular position with respect to the bottom 29 after which the base portion 11 may be adjusted to its operative position with the various walls thereof disposed at right angles to each other. When thus far set up, the extension 36 of the side wall 33 projects downwardly beyond the top wall 15 of the base portion at the adjacent open end of the latter and the associated end closure 26 is then folded rearwardly on the score line 24 in overlapping relation to said extension 36. During this folding operation of the end closure, its flap 27 is inserted into the base portion between the rear edge of the extension 36 and the back wall 16 of the base portion. When so positioned, the end closure and its flap act to brace the base portion and the flange 28 of the closure then depends below the bottom wall 13 so as to cooperate with the sections 22 to form supporting edges whereby the device will be inclined rearwardly with respect to the vertical. Similarly, the end closure 26 at the opposite end of the front wall is folded rearwardly, with its flap 27 tucked into the adjacent open end of the base portion. When the device is thus assembled and set up, and the easel 39 is in the position of Figures 1 and 3, articles of merchandise, such as packages of cigarettes, may be placed in the receptacle portion 12 and contained therein between the side walls 31, 33, and upper end wall 34 of said receptacle portion and the top wall 15 of the base portion.

Referring now to Figures 6 and 7, the device herein is again shown as comprising, generally, a base portion 43 and a receptacle portion 44 which, with the exception of a front panel or a strip 45 having the leaf ornament 46 thereon, may be formed from a single blank of material. The blank, in this instance, is cut and scored to provide the bottom, front, top and rear walls 47, 48, 49 and 50 of the base portion in the same manner as described in connection with Figure 5, and the ends of the front wall 48 are provided with extensions 51, similar to extensions 23, so as to constitute end closures for the base portion 43 when the device is in its set up position. The receptacle portion 44 comprises the side walls 52 and 53 and the upper end wall 54, all formed in the same manner as the corresponding three walls of the first embodiment described, and the top wall 49 of the base portion is cut out, as indicated at 55, so as to permit of inward swinging movement of the side wall 52 when the device is being collapsed. The front panel or strip 45 is adhesively secured to the front wall 48 of the base portion and the lower edge of said panel depends below the bottom wall 47 of said base portion, as shown in Figure 7, so as to support the device in a rearwardly inclined position. An easel 56, similar to the easel

39, may be secured to the rear surface of the receptacle portion 44.

In the embodiment of Figures 8 to 10, the device again comprises the base and receptacle portions, generally indicated by the numerals 57 and 58, respectively, and, as in the second embodiment, the device may be formed from a single blank of material, with the exception of the front panel 59 which is the equivalent of the panel 45 in Figure 6. As shown, the base portion 57 comprises the bottom, top and rear walls 60, 61, 62, and 63, with the panel 59 adhesively secured to the front wall 61 and depending below the lower edge of the bottom wall 60. The receptacle portion 58 again comprises the side walls 64 and 65 and the upper end wall 66 assembled as in the previous forms described. The top wall 62 of the base portion is cut out at 67 to permit inward swinging of the side walls 64 while the lower end of the side wall 65 is provided with an intumed flap 68 that is adhesively secured to the upper surface of the top wall 62 of the base portion, and adjacent said lower end of the wall 65 the same is diagonally scored at 69 to permit inward folding of said side wall to the position of Figure 10.

What is claimed is:

1. A collapsible display device formed from a single blank of material cut and scored to define a foldable base portion and a foldable receptacle portion thereabove, said base portion including bottom, top and front walls and said receptacle portion including side and end walls, the top wall of said base portion constituting another end wall of said receptacle portion, said front wall having a supporting section cut from the bottom wall of said base portion and depending below said bottom wall so as to support the device in an inclined position, and end members for said base portion carried by one of the walls thereof and having inclined supporting edges which extend below said bottom wall so as to cooperate with said supporting section.

2. A collapsible display device comprising a lower base portion and an upper receptacle portion, said base portion including front, bottom and top walls and said receptacle portion including a bottom, side walls and an end wall with at least one of said walls having fold lines for inwardly collapsing said side and end walls upon said last named bottom, the top wall of said base portion forming another end wall of said receptacle portion, and a panel secured to said front wall and having its lower edge extending below the bottom wall of said base portion to support the device in an inclined position.

3. A collapsible display device comprising a lower base portion and an upper receptacle portion, said base portion including front, bottom and top walls and said receptacle portion including side walls and an end wall, the top wall of said base portion forming another end wall of said receptacle portion, a panel secured to said front wall and having its lower edge extending below the bottom wall of said base portion to support the device in an inclined position, and end members for said base portion each having its bottom edge projecting below the bottom wall of the latter portion and inclined rearwardly and upwardly so as to cooperate with the lower supporting edge of said panel.

4. A collapsible display device comprising a lower base portion and an upper receptacle portion, said base portion including front, bottom and top walls and said receptacle portion in-

cluding side walls and an end wall, the top wall of said base portion forming another end wall of said receptacle portion, a panel secured to said front wall and having its lower edge extending below the bottom wall of said base portion to support the device in an inclined position, end members for said base portion each having its bottom edge projecting below the bottom wall of the latter portion and inclined rearwardly and upwardly so as to cooperate with the lower supporting edge of said panel, and a flap formed on the lower end of one of the side walls of said receptacle portion and engaged beneath the adjacent end member of said base portion to prevent outward spreading of said side wall.

5. A collapsible display device formed from a single blank of material cut and scored to define a foldable base portion and a foldable receptacle portion thereabove, said base portion including bottom, top and front walls with the scorelines defining said walls also providing fold lines whereby said base portion can be folded into a substantially flat condition, and said receptacle portion including a bottom and side and end walls with at least one of said walls having fold lines for inwardly collapsing said end wall and side walls upon said bottom, and the top wall of said base portion constituting another end wall of said receptacle portion.

6. A collapsible display device formed from a single blank of material cut and scored to define a foldable base portion and a foldable receptacle portion thereabove, said base portion including bottom, top and front walls with the scorelines defining said walls also providing fold lines whereby said base portion can be folded into a substantially flat condition, and said receptacle portion including a bottom and side and end walls with at least one of said walls having fold lines for inwardly collapsing said end wall and side walls upon said bottom, the top wall of said base portion constituting another end wall of said receptacle portion, and means depending below

the front wall of said base portion to support said device in an inclined position.

7. A collapsible display device formed from a single blank of material cut and scored to define a foldable base portion and a foldable receptacle portion thereabove, said base portion including bottom, top and front walls with the scorelines defining said walls also providing fold lines whereby said base portion can be folded into a substantially flat condition, and said receptacle portion including a bottom and side and end walls with at least one of said walls having fold lines for inwardly collapsing said end wall and side walls upon said bottom, the top wall of said base portion constituting another end wall of said receptacle portion, and the front wall of said base portion having a supporting section cut from the bottom wall of said base portion and depending below said bottom wall so as to support the device in an inclined position.

8. A collapsible display device formed from a single blank of material cut and scored to define a foldable base portion and a foldable receptacle portion thereabove, said base portion including bottom, top and front walls with the scorelines defining said walls also providing fold lines whereby said base portion can be folded into substantially flat condition, and said receptacle portion including a bottom and side and end walls with the end wall having fold lines for inwardly collapsing said end wall and side walls upon said bottom, the top wall of said base portion constituting another end wall of said receptacle portion, the front wall of said base portion having a supporting section cut from the bottom wall of said base portion and depending below said bottom wall so as to support the device in an inclined position, and end members for said base portion depending from one of the walls thereof and having inclined supporting edges extending below the bottom wall of said base portion and cooperating with said supporting section.

WILLIAM H. WALTERS.