

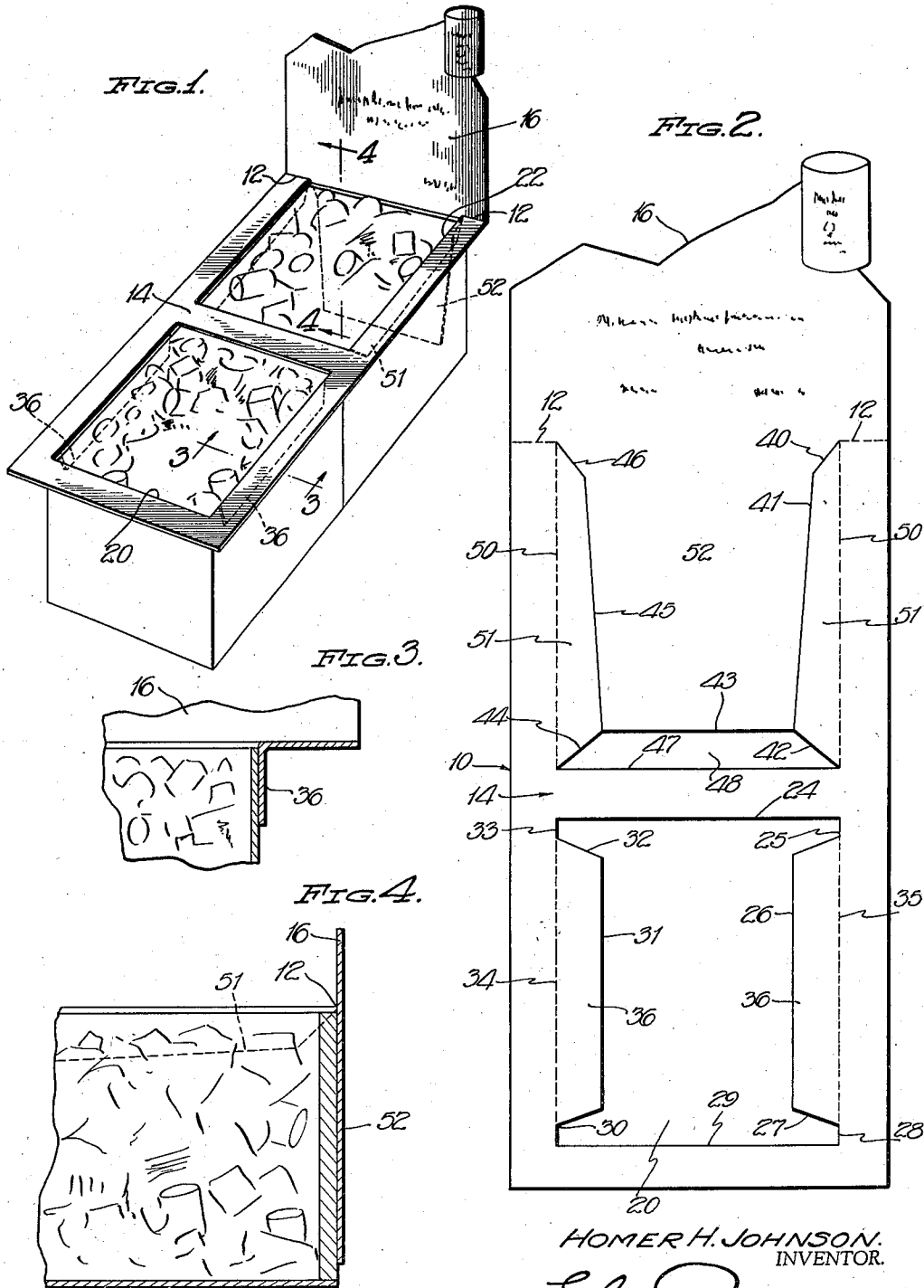
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DISPLAY DEVICE

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WITNESS:

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DISPLAY DEVICE

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2 Claims. (Cl. 40—7)

This invention relates to new and useful improvements in display devices and more particularly it pertains to a display device for use in connection with cartons, cases or boxes such as form the shipping container for a number of units of merchandise, of which various canned goods is one very good example.

Merchandise such as canned, bottled, or packaged goods is often displayed and offered for sale in the package in which it was shipped. The packages, generally consisting of paper cartons or cases of wood, do not in themselves present to the customer, a very pleasing or inspiring appearance.

It is one object of the present invention to provide a display device especially for use with the original or shipping container of package goods, which display device serves to enhance the appearance of such containers when they are employed to display their contents to the purchasing public.

Another object of the invention is to provide a device which may be shipped in flat form and which may be readily set up for use.

Another object of the invention is to provide a display device which is also provided with a suitable space for advertising copy.

Still another object of the invention is to provide a display device of the character above mentioned, in which easy access to the container to which it is attached, may be had.

Still another object of the invention resides in a novel construction of display device which requires no separate means for securing it in operative position.

Other objects will appear as the nature of the invention is better understood, for which purpose reference will be had to the following specification and claims and to the accompanying drawing, in which,

Figure 1 is a perspective illustrating the manner of use of the device,

Figure 2 is a plan view of the blank from which the device is formed,

Figure 3 is a detail sectional view taken substantially on the line 3—3 of Figure 1, and;

Figure 4 is a detail sectional view taken substantially on the line 4—4 of Figure 1.

Referring to the drawing, the reference character 10, designates a blank of foldable material, preferably cardboard, and when the device is designed for use in connection with containers of rectangular form, a blank which is of oblong shape and of greater length than the container for use with which it is designed, is employed.

The blank 10 is divided by score or crease lines 12, into a main body portion 14, and an end extension 16.

In the present embodiment of the invention, the main body portion 14 is shown as provided with two openings 20 and 22. The opening 20 is formed by cutting the blank along the lines 24, 25, 26, 27, 28, 29, 30, 31, 32 and 33, and removing a portion of the blank. The blank is also scored or creased along the lines 34 and 35 to form two wing extensions 36, within the opening 20.

The opening 22, is formed by cutting the blank along lines 40, 41, 42, 43, 44, 45, 46, and 47. Cutting along the lines 42, 43, 44 and 47, provides for the entire removal of that section designated 48, while cutting along the other lines described, together with creasing or scoring the blank along the lines 50, provides two wing sections 51 at opposite sides of the opening 22 and a third wing section 52, all of which lie within the opening 22.

The wing section 52, is, in reality, an extension of the extended end section 16, of the blank heretofore mentioned.

As above stated, the blank is shipped flat and when it is set up for use, the wing extensions 36 in the opening 20, and the wing extensions 51 in the opening 22, are bent upon their respective score or crease lines to a position at substantially right angles to the plane of the body portion of the blank, into a position where they will engage the outer faces of two opposed side walls of a container such as designated by the reference character 60, in the drawing. The blank is also folded along the score or crease line 12, which folding positions both the end extension 16, and the wing extension 52, in a plane at right angles to the plane of the main body portion. In this position, the section 16, stands up to display position and as shown in the drawing, it may be provided with any suitable advertising copy. The wing extension 52 in this position engages the outer face of a third side of the container, preferably an end wall thereof and this wing extension, together with the wing extensions 36 and 51, form means for holding the display device in position upon the container.

From the foregoing, it will be apparent that the present device provides a new and novel display device for use in connection with original shipping containers of packaged goods which provides both an ornamental frame for the open side of such a container, but also provides a suitable space upon which suitable advertising copy may be displayed.

Still further, the present invention, provides a new and novel display device which is not only constructed from a single piece of material, but one in which special means for securing it in operative position is not necessary.

While the invention has been herein described in its preferred form, it is to be understood that the invention is not to be limited to the specific form in which it is herein illustrated and that it may be practiced in other forms which fall within the perview of the appended claims.

Having thus described the invention, what is claimed, is:

1. A display device for removable attachment to the open side of a container to form an ornamental frame therefor, said display device comprising a rectangular blank of foldable material of greater length than the length of the container for use with which it is designed, said blank having two openings each within the confines of the blank, and an end section providing a copy carrying portion, wing extensions projecting from each of two opposite sides of each of said openings for engagement with the outer faces of two opposite walls of the container, a third wing extension projecting from the copy carrying portion, said third wing extension being foldable inwardly of one of said openings for engaging the outer face of a third wall of the container substantially as described, and score lines upon which the copy carrying portion and the third

wing extension fold to throw the copy carrying portion into display position and the third wing extension into engagement with the outer face of the wall of the container.

2. A display device for removable attachment to the open side of a container to form an ornamental frame therefor, said display device comprising a flat blank of bendable material, said blank being of greater length than the length of the container for use with which it is designed, said blank having a plurality of openings within the confines of its body portion, and an end section providing a copy carrying portion a score or crease line extending transversely of the blank and forming a line of fold upon which the copy carrying portion of the blank may fold to display position, and means for retaining the display device in position upon the open side of the container, said retaining means comprising wing extensions projecting inwardly from each of two opposite sides of each of the openings for engagement with opposite sides of the container on the outside thereof, and a wing extension forming an extension of the copy carrying portion of the blank, said last mentioned wing extension being foldable to position to engage the outer face of a wall of the container when the blank is folded upon the transverse crease or score line to throw the extended end thereof into display position.

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