

Nov. 1, 1938.

H. L. MYERS

2,135,041

DISPLAY DEVICE

Filed June 13, 1936

3 Sheets-Sheet 1

Fig. 1.

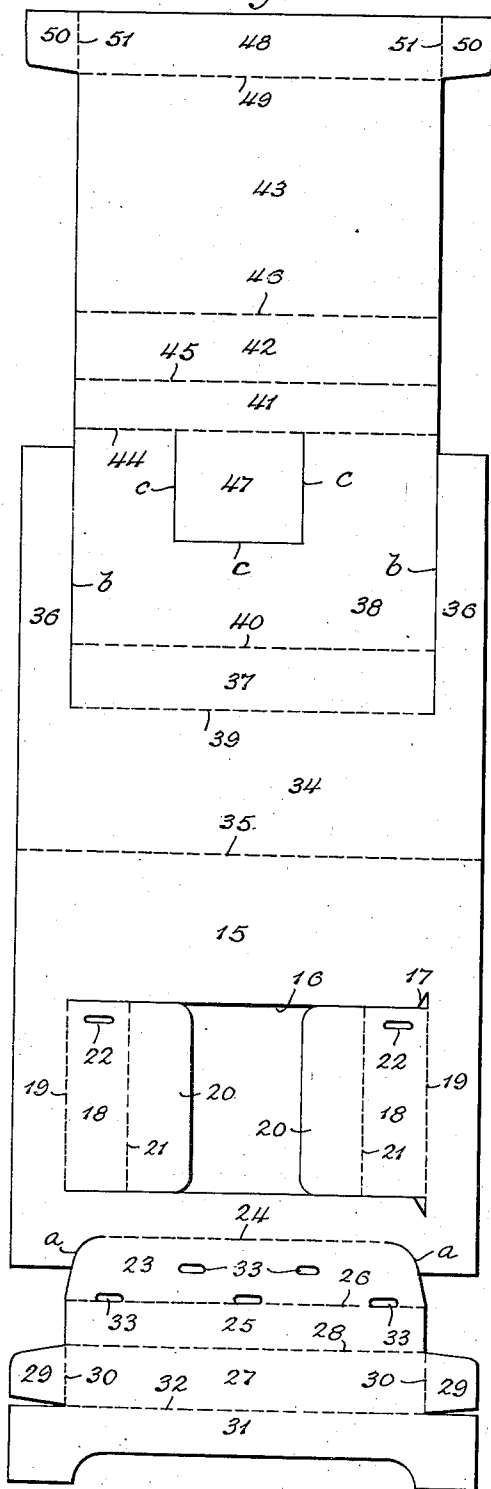


Fig. 2.

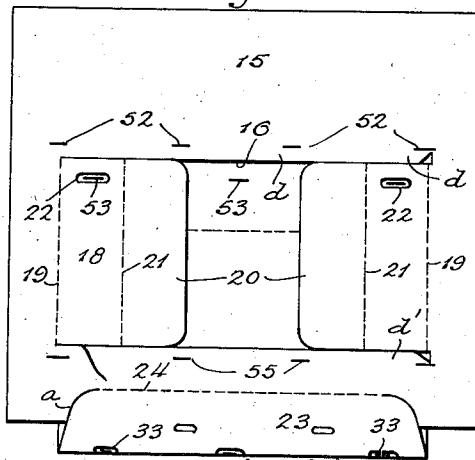


Fig. 3.

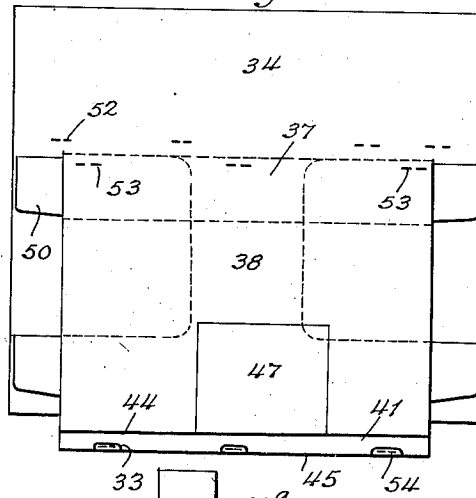
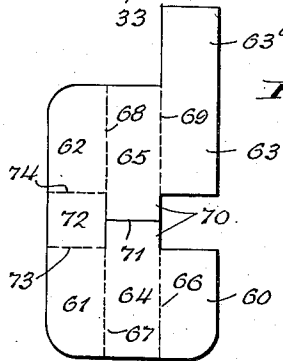


Fig. 4.



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Fig. 5.

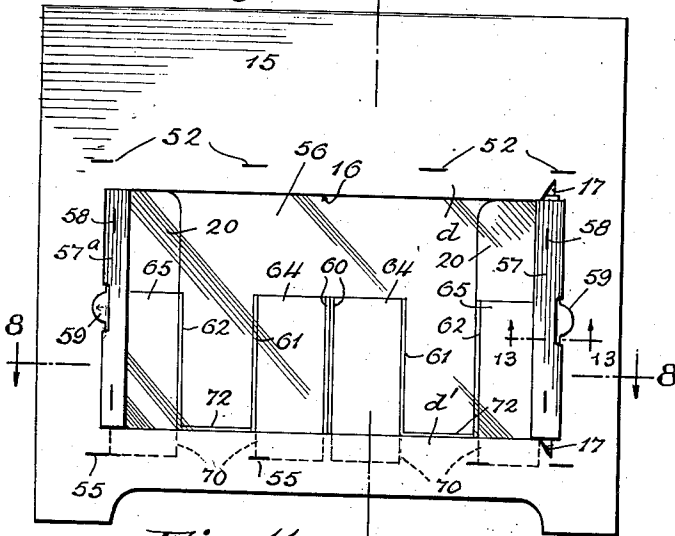


Fig. 11.

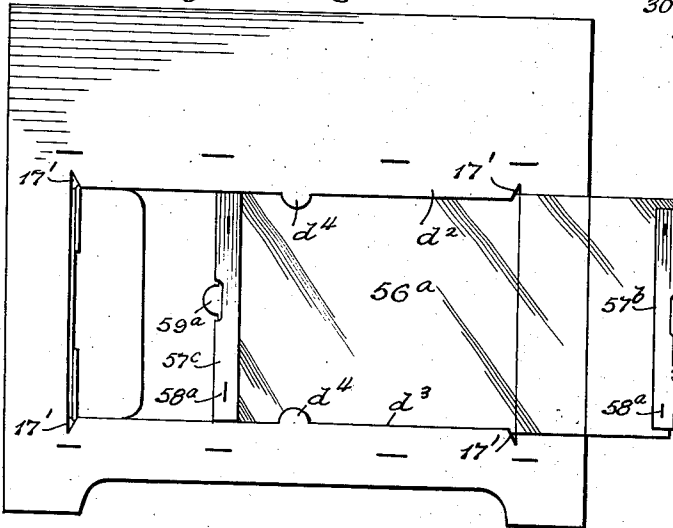


Fig. 12.

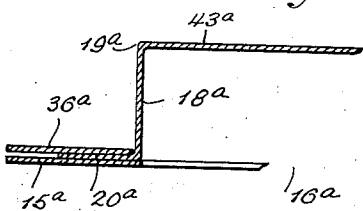


Fig. 6.

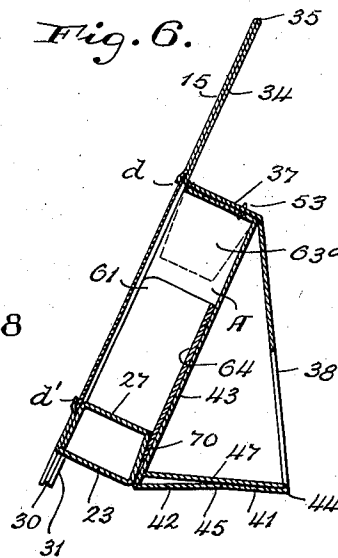
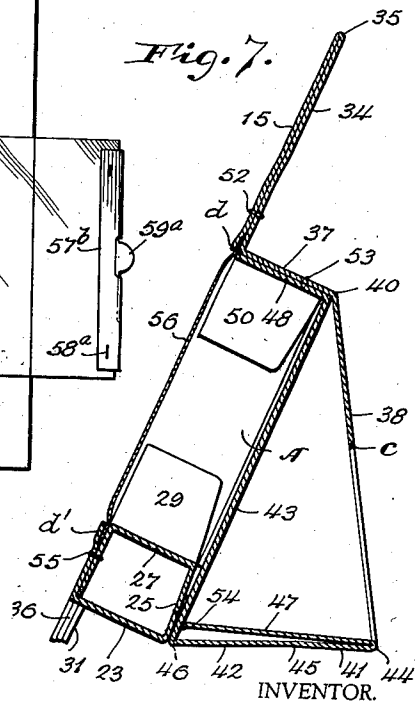


Fig. 7.



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UNITED STATES PATENT OFFICE

2,135,041

DISPLAY DEVICE

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Application June 13, 1936, Serial No. 85,031

7 Claims. (Cl. 206—44)

My invention relates to display devices and more particularly to display containers for predetermined articles of merchandise and has for its object to provide a display device of novel and simple construction arranged to constitute a container for the articles of merchandise for which it is designed and adapted to display said articles in an attractive manner. The invention further contemplates a display device constructed in a novel manner to protect the articles of merchandise against contamination and at the same time to provide for the ready removal of said articles from the device at will. Another object of the invention is to provide a display device which is foldable to a relatively flat condition for storage and shipment, and to its container form for the reception of the articles of merchandise for storing and shipping the same, and which further is adjustable to an operative display position for displaying said articles of merchandise to view. Other objects will appear from the description hereinafter and the features of novelty will be pointed out in the claims.

In the accompanying drawings, which illustrate several forms of the invention without defining its limits, Fig. 1 is a face view of an example of the blank of the novel display device in its initial condition; Fig. 2 is a front face view of the device in a folded flat condition; Fig. 3 is a rear face view thereof in said folded condition; Fig. 4 is a face view of a novel compartment or partition blank; Fig. 5 is a front view of the device in its display position; Fig. 6 is a sectional view on the line 6—6 of Fig. 5; Fig. 7 is a similar view on a slightly larger scale with the partition unit or units omitted therefrom; Fig. 8 is a somewhat enlarged horizontal section on the line 8—8 of Fig. 5; Fig. 9 is a rear perspective view showing parts of the device in disconnected association with each other; Fig. 10 is a perspective view of a compartment or partition unit formed from the blank shown in Fig. 4; Fig. 11 is a view similar to Fig. 5 showing another form of the invention; Fig. 12 is an enlarged fragmentary section illustrating a detail of the invention in a further form thereof; Fig. 13 is a fragmentary section on the line 13—13 of Fig. 5 on an enlarged scale; Fig. 14 is a face view of a blank of a preferred form of reinforcing strips which may be embodied in the novel device; and Fig. 15 is a view showing the blank of Fig. 14 folded into the form of said reinforcing strip.

In the preferred form, as exemplified in the drawings, the device is constructed by folding a suitable arranged and properly shaped blank of

material such as paper, cardboard or the like and properly uniting the folded sections of said blank in any convenient manner to fix the same in place. With the type of display device selected for the purpose of illustrating and describing the novel features, the blank, as shown in Fig. 1, consists of a main panel or section 15 provided with a rectangular display opening 16 and with notches 17 located at one end of said opening 16. The cutting of the material to form the opening 16 is carried out in such a way as to provide end panels 18 foldable along score lines 19 which define opposite ends of said opening 16, and flaps 20 foldable relatively to the panels 18 on score lines 21 in the manner and for the purpose to be more fully set forth hereinafter; openings or slots 22 may be provided at proper points on the panels 18 to facilitate the connection of the parts in the operative condition of the device.

At its lower end in Fig. 1 the blank is cut to form a spacing panel 23, the opposite ends of which are cut on lines *a* which extend into the main panel 15 and merge into a score line 24 on which the panel 23 is foldable to its operative position in the finished device; with this arrangement the lower edge of the display container is cut out along the lines *a* and the score line 24 to present an ornamental and attractive appearance in the display position of the device. The blank further includes a retaining panel 25 foldably connected with the panel 23 along a score line 26, a bottom panel 27 foldably connected with the panel 25 along a score line 28 and provided at opposite ends with holding or locking tongues 29 foldable along score lines 30 as will be more fully pointed out hereinafter; in addition a supporting section or panel 31 is foldably connected with the bottom panel 27 along a score line 32 and is dimensioned and shaped to correspond with the lower end of the panel 15. To facilitate the fastening of the parts together, the panel 23 may be provided with a plurality of suitably located openings or slots 33 as shown in Fig. 1.

In addition to the parts so far described, the blank illustrated in Fig. 1 comprises an auxiliary panel or section 34 foldably connected with the main panel or section 15 along a score line 35. Integral extensions in the form of relatively narrow side members 36 project from the auxiliary panel or section 34 along opposite side edges of a top section 37 and an easel section 38, the top section 37 being foldably connected with the auxiliary panel or section 34 along a score line 39 and the easel section 38 being foldably connected with

the top section along a score line 40; as shown in Fig. 1 the side members 36 and the sections 37 and 38 may be produced by cutting the material along the lines b which terminate at the score line 39.

5 The easel section 38 is continued in the form of base sections 41 and 42 and a rear panel or section 43, said sections 41, 42 and 43 being foldably connected with said easel section 38 and with each other respectively along score lines 44, 45 and 46; in the illustrated example the easel section 10 38 is cut along the lines c to provide a rectangular bracing flap 47 foldable to an operative position on the score line 44 for the purpose to be more clearly set forth hereinafter. A top panel 48 15 corresponding to the previously mentioned bottom panel 27 is foldably connected with the rear panel or section 43 along a score line 49 and is provided at its opposite ends with holding or locking tongues 50 foldable along score lines 51 20 as will be more fully described hereinafter.

In the assembled condition of the device as shown for instance in Figs. 2 and 3, the auxiliary panel or section 34 is folded rearwardly on the score line 35 into surface engagement with the rear face of the main panel 15, the side members 25 36 likewise in surface engagement with said rear face of the main panel 15 extending along opposite side edges of the opening 16 to the lower edge of said panel 15. The panels 34 and 15 may be 30 fastened together in surface engagement in any customary manner as for instance by means of conventional metallic staples 52; the latter or their equivalent are so located as to provide a lip d along the upper edge of the opening 16.

35 In addition the rear panel or section 43 is folded on the score line 46 to bring the score line 49 into registry with the score line 40 and the top panel 48 into surface engagement with the inner face of the top section 37 as indicated in Fig. 9. The top panel 48 and the top section 37 40 are fastened together in said surface engagement in any suitable manner as for instance by means of wire staples 53; to improve the appearance of the finished device the staples 53 may be placed 45 in position from the front in the folded condition of said device illustrated in Fig. 2, the openings or slots 22 of the end panels 18 and the opening 16 in the panel 15 making these operations readily possible.

50 To complete the assembly the retaining panel 25 is folded on the score line 26 into surface engagement with the inner face of the rear panel or section 43 and secured in place for instance by metal staples 54. The supporting section 31 is then brought into surface engagement with the rear face of the main panel 15 in registry with the correspondingly shaped lower portion thereof 55 and with the score line 32 extending along the lower edge of the opening 16. Any suitable means may be utilized for fastening the supporting section 31 to the main panel 15 as for instance the 60 metal staples 55 shown in the drawings; in any case the metal staples 55 or their equivalent are located so as to provide a lip d' along the lower edge of the opening 16. The openings or slots 33 65 located in the panel 23 may be used and are provided to facilitate the positioning and setting of the metal staples 54 and 55 or equivalent fastening means.

70 The construction described above and illustrated in the drawings enables the device to be folded to the flat inoperative condition shown in Figs. 2 and 3 for compact storage and shipment in relatively large quantities. In this folded inoperative condition the end panels 18 and flaps 20 75

lie in a flat, unfolded position within the opening 16 of the main panel 15 with the spacing panel 23 projecting from one end of said panel 15 approximately in the surface plane thereof as shown in Fig. 2. At the same time the rear panel 5 or section 43 and the easel section 38 and their associated elements lie in substantially flat folded condition upon the rear face of the main panel 15 with the base sections 41 and 42 folded inwardly on the score lines 44, 45 and 46 between 10 said easel section 38 and rear panel or section 43. The arrangement and method of folding to the aforesaid flat inoperative condition will be clear from the disconnected, partly folded position illustrated in Fig. 9.

15 When it is desired to fold the device to an operative condition for the reception of the merchandise for which it is designed, the spacing panel 23 is folded rearwardly of the main panel 15 and upwardly on the score line 24 into approximately perpendicular relation to said main panel 15. Because of the fact that the retaining panel 25 is fastened to the rear panel or section 43 and because the top section 37 and top panel 48 are secured to each other, the aforesaid folding 20 of the spacing panel 23 will correspondingly fold the bottom panel 27, the top panel 48 and top section 37 into approximately perpendicular relation to the main panel 15. With these folding operations the panels or sections 23, 27, 48 and 30 37 will project rearwardly from the main panel in parallel relation to each other to space the rear panel or section 43 at a distance rearwardly of and in parallel relation to said main panel 15. To complete the folding operations the end panels 35 18 and flaps 20 are folded rearwardly on the score lines 19 through the opening 16 and beyond the panels 27, 48 and 37 to permit the tongues 29 and 50 to be folded toward each other on the score lines 30 and 51, respectively, to the positions illustrated in Fig. 9. The end panels 18 are then 40 folded on the score lines 19 toward the tongues 29 and 50 and the flaps 20 are tucked or inserted between said tongues 29, 50 and the rear panel or section 43 so as to lie in interior surface engagement therewith as shown in Fig. 8.

45 At this stage the main portion of the device presents the appearance illustrated in Figs. 5 and 8 in which the bottom panel 27 and the top panel 48 form the bottom and top respectively of a container A, the sides of which are formed by the end panels 18 and the back of which is formed by the rear panel 43, said container A being located in conterminous relation to the display opening 16. The container A may be 50 dimensioned and even shaped in accordance with the merchandise for which the display device is designed, and generally is adapted to accommodate a predetermined quantity of merchandise or a predetermined number of articles or packages 55 of merchandise.

When the merchandise is in place in the container A the device may be conveniently shipped or stored in which case the easel section 38 may lie in folded surface engagement with the rear 60 face of the rear panel or section 43, the base sections 41 and 42 in such case being folded inwardly between the easel section 38 and the rear panel 43 and the bracing flap 47 lying in the plane of the easel section 38 within the opening 70 formed by the lines c.

To set up the device in a display position the easel section 38 is folded away from the panel 43 on the score line 40 to adjust the base sections 41 and 42 to the extended unfolded position shown 75

in Figs. 6, 7 and 9; to fix the easel consisting of the easel section 38 and base sections 41 and 42 in the supporting position, the bracing flap 47 is folded on the score line 44 inwardly through the opening formed by the lines c and pressed down to bring its free edge into engagement with the rear panel or section 43. The bracing flap 47 is dimensioned and designed to prevent the base sections 41 and 42 from foldably collapsing and to maintain them in extended relation so that the easel section 38 is securely fixed in an efficient supporting position. The device is thus supported in an effective display position in which the merchandise in the container A is attractively displayed and is readily removable therefrom at will and as required.

In the preferred arrangement provision is made to protect the merchandise in the container A against contamination without interfering with its display by the device or its ready removal therefrom. The device as illustrated in Fig. 5 accordingly includes a transparent slide or cover 56 which may be made of any suitable material such as cellophane and is provided at its opposite ends with reinforcing strips 57 and 57^a respectively of cardboard or the like, secured in place in any convenient manner as by metallic staples 58; to facilitate the manipulation of the slide or cover 56 the strips 57 and 57^a may be provided with finger pieces or tongues 59 as shown in Fig. 5. The slide 56 is dimensioned to slidably fit between the lip d and the auxiliary panel or section 34 and between the lip d' and the supporting section or panel 31, the notches 17 located at the one end of the opening 16 and formed by bevelling the contiguous ends of the lips d and d' enabling the upper and lower edges of the slide 56 to be easily inserted beneath or behind respective lips d and d'; the reinforcing strips 57 and 57^a are dimensioned to easily fit between the opposed parallel edges of the lips d and d' and to assist in guiding the slide 56 in its movements. With the aforesaid construction contiguous integral portions of the main panel 15 and associated adjacent panels 34 and 31 provide guideways along predetermined parallel edges of the display opening 16, for the slide 56; in the illustrated example the aforesaid contiguous integral portions are exemplified respectively by the lips d and d' of the main panel 15, the lower edge portion of the auxiliary panel 34 and the upper edge portion of the supporting panel 31.

While the reinforcing strips 57 and 57^a may be of any type suitable for the purposes for which they are designed, it is preferred to construct said reinforcing strips 57 and 57^a in the manner illustrated by way of example in Figs. 13, 14 and 15.

As the reinforcing strips 57 and 57^a are duplicates of each other, the further description thereof will be confined to the strip 57 with the understanding that it applies also to the strip 57^a. The blank shown in Fig. 14 from which said strips are constructed consists of three sections 57^d, 57^e and 57^f foldably connected with each other along score lines 57^g and 57^h. As illustrated in Fig. 14, the previously mentioned finger piece or tongue 59 projects from the free edge of the section 57^f and is foldably connected therewith along a score line 59^b; in addition to the elements so far described, the section 59^c is provided with a slot 59^c one edge of which registers with the score line 57^g, it being understood that the slot 59^c is located in registry with the tongue 59 and is dimensioned to accommodate the same in the

foldings of the blank as will appear more clearly hereinafter.

To fold the blank of Fig. 14 into the form of the reinforcing strip 57, or its duplicate 57^a, the section 57^f is folded on the score line 57^h into surface engagement with the section 57^e and the tongue 59 is folded on the score line 59^b and inserted through the slot 59^c after which the section 57^d is folded on the score line 57^g into surface parallelism with the section 57^e; the tongue 59, if necessary, is then adjusted into the plane of the section 57^f to project therefrom through the slot 59^c in the manner illustrated in Figs. 13 and 15. At this stage the reinforcing strips 57 and 57^a are combined with the transparent slide 56 at the opposite end edges thereof by inserting said slide 56 between the adjacent folded sections 57^d and 57^f as illustrated in Fig. 13; when thus positioned, the reinforcing strips 57 and 57^a are secured in place on or connected with the slide 56 by means of metallic staples 58 or their equivalent which as shown, pass through the section 57^d, the slide 56 and the sections 57^f and 57^e to secure the reinforcing strips 57 and 57^a in their folded operative conditions and securely fix the same in connection with said slide 56.

With this arrangement the latter is reinforced by a plurality of, or specifically three, sections of cardboard or other suitable material and is thus not only amply protected against injury but at the same time is stiffened against transverse flexing; this stiffening and protection against injury is particularly important when the slide 56 is constructed of cellophane or other flexible and easily torn material. At the same time the two sections 57^e and 57^f provide a fold on the score line 57^h which provides a substantial ridge or abutment B extending transversely across one surface of the slide 56 at opposite ends thereof; similarly the folded sections 57^d and 57^e cover and protect the end edges of the slide 56 and provide a substantial ridge or abutment C along the score line 57^g in parallel relation to the ridge or abutment B. In addition, with the arrangement set forth the finger pieces or tongues 59 are located so as to constitute efficient means whereby the slide 56 may be slidably manipulated.

In its operative position illustrated in Fig. 5, the slide 56 closes the display opening 16 and thereby protects the merchandise in the container A without interfering with the display thereof. When access to the interior of the container A is desired for any reason, the slide 56 is slidably shifted to the right in Fig. 5 to any extent necessary, for instance by pulling upon the tongue or finger piece 59 at the right hand end of said slide 56; the latter may be returned to its closed position by exerting a pull toward the left in Fig. 5 upon the left hand tongue or finger piece 59 until the ridge or abutment C of the reinforcing strip 57^a engages the left hand edge of the opening 16 which acts as a stop to prevent further movement of the slide 56 in this direction. It will be understood that the ridge or abutment B of the reinforcing strip 57^a by engagement with the right hand edge of the opening 16 prevents the slide 56 from being unintentionally disconnected from the container A.

In many cases it may be desirable to provide the container A interiorly with separate compartments for the accommodation of the merchandise or articles for which the device is designed.

For this purpose the device illustrated in the drawings includes a compartment or partition unit, an example of which is shown in Fig. 10

and which is constructed from the blank shown in Fig. 4.

In its illustrated form the blank is made of cardboard or other suitable material and consists of side sections 60, 61, 62 and 63 foldably connected with rear sections 64 and 65 along score lines 66, 67, 68 and 69 respectively; the rear sections 64 and 65, in the blank project toward each other beyond the side sections in the form of tongues 70 which terminate at a transverse line or cut 71. As shown in Fig. 4 the side section 63 projects upwardly beyond the rear section 65 in the form of an extension 63^a, the purpose of which will appear more fully hereinafter; in addition the side sections 61 and 62 are foldably connected with a bottom section 72 along score lines 73 and 74 respectively.

Any sequence may be followed in folding the blank of Fig. 4 to provide the unit shown in Fig. 10. For instance, the side sections 61 and 62 may be folded on the score lines 73 and 74 into perpendicular relation to the bottom section 72 and in upright surface parallelism with each other; the rear sections 64 and 65 may then be bent on the score lines 67 and 68 to positions at right angles to the sections 61 and 62 respectively, after which the side sections 60 and 63 may be folded on the score lines 66 and 69 to positions at right angles to the rear sections 64 and 65 and into surface parallelism with the side sections 61 and 62. In any case when the folding operation has been completed the compartment or partition units will appear as in Fig. 10 in which three adjacent compartments are provided with the extension 63^a projecting above said compartments and the tongues 70 extending below the same.

To combine the compartment unit with the display device said unit is placed within the container A with the side section 63 in interior surface engagement with one end panel 18, the lower edges of the side sections 60 and 63 and the bottom section 72 resting upon the panel 27 which constitutes the bottom of the container, and with the rear sections 64 and 65 in interior surface engagement with the rear panel 43 forming the back of said container A; in the final position of the compartment unit in the container A, the tongues 70 project downwardly between the retaining panel 25 and the rear panel 43 and the extension 63^a of the side section 63 engages the top panel 48, it being understood that in the illustrated example the side section 63 and its extension 63^a are dimensioned to extend or fit between the bottom and top of the container in surface engagement with one end wall thereof.

In the arrangement selected for illustration and description the compartment unit of Fig. 10 is designed to provide the right hand half of the container A with interior adjacent compartments; a corresponding left hand unit may be placed in the container A to provide its left hand half with corresponding compartments as shown in Figs. 5 and 8. In such case the side section 63 of the co-operating or left hand unit will be located in interior surface engagement with the other end panel 18 of said container and the side section 60 of said left hand unit in surface contact with the side section 60 of the right hand unit as illustrated in Figs. 5 and 8. Obviously in some cases the double compartment unit referred to above may be replaced by a single unit constructed and dimensioned to fit the container or its equivalent for which it is designed; it further will be apparent that the various sections

of the compartment unit may be dimensioned to extend from the bottom to the top of the container A or its equivalent.

It will be noted that the compartments are open toward the opening 16 and accordingly may serve to maintain individual articles of merchandise in attractive separated relation without interfering with their removal from the device at will, the tongues 70 securely fixing the units in place. The compartment unit, when in position in the container A, does not interfere with the manipulation of the slide 56 to and from its open and closed positions and vice versa.

In the example of the device shown in Fig. 5 the slide or cover 56 is only movable beyond one end of the opening 16 in one direction to an open position and in the opposite direction up to the other end of said opening 16 to a closed position. In the form illustrated in Fig. 11 the cover or slide 56^a which corresponds to the cover 56, is movable in opposite directions beyond both ends of the opening 16 to permit access to different portions of the interior of the receptacle A. To permit such manipulation of the slide or cover 56^a the lips d^2 and d^3 which correspond respectively to the lips d and d' of Fig. 5 are bevelled at opposite ends to provide notches 17' at both ends of the opening 16, it being understood that the general construction and arrangement of the device of Fig. 11 may otherwise be the same as that illustrated in Fig. 5. The slide 56^a may also correspond in construction to the slide 55 and accordingly may include similar reinforcing strips 57^b and 57^c suitably fastened in place as by metallic staples 58^a and provided with finger pieces or tongues 59^a for manipulating said slide or cover 56^a; the reinforcing strips 57^b and 57^c preferably correspond in construction and arrangement to the previously described reinforcing strips 57 and 57^a. To arrest the movements of the latter in opposite directions, projections d^4 may be provided in the path of movement of said slide 56^a; as shown in Fig. 11 these projections d^4 may be in the form of tabs comprising integral parts of the respective lips d^2 and d^3 and projecting toward each other for instance at the middle of the opening 16.

It is quite obvious that the slide or cover 56^a may be slidably adjusted toward the right or left in Fig. 11 by simply exerting a pull upon the proper finger piece or tongue 59^a, and that such movement in either direction will be arrested when the ridge or abutment B (see Fig. 13) of either of the reinforcing strips 57^b or 57^c comes into engagement with the projections d^4 . It is accordingly possible to selectively expose or uncover a predetermined portion of the container A to permit access thereto without at the same time uncovering other portions thereof; the arrangement of Fig. 11 otherwise includes all the advantages present in the form shown in Fig. 5.

In the arrangement illustrated in the fragmentary section shown in Fig. 12 the end panels 18^a corresponding to the end panels 18 previously described herein, are foldably connected along score lines 19^a with the rear panel or section 43^a corresponding to the rear panel or section 43 of the form first described herein. The flaps 20^a which are duplicates of the flaps 20 and are foldably connected with the panels 18^a project outwardly from the latter in the assembled condition of the device and are inserted between the main panel 15^a and the side members 36^a corresponding respectively to the main panel 15 and side members 36. Otherwise the form of the

device illustrated in Fig. 12 may be the same as the one shown in Figs. 5 to 9 inclusive.

In all of its forms the device is simple in construction and readily folded to its operative condition and assembled therein without the need for any particular skill; when assembled the device provides an efficient display container for accommodating the merchandise for which it is designed and for displaying the same in an effective display position.

The novel compartment unit illustrated and described in association with the novel display device includes alternate rear and bottom sections foldably connected with the side sections to provide a rigid construction produced from a unitary blank and requiring no stitching, gluing or other hand work to maintain it in its operative condition. The compartment unit under discussion may be readily combined with the device for which it is intended to provide said device with a variety of different compartment combinations, and may be easily removed from the device when and if its presence is not desired or required. While the novel compartment unit is particularly adapted for use in the instant display device, it is not restricted thereto and obviously may be efficiently combined with other types of display devices and with many other forms of containers in which a plurality of interior compartments are desirable.

By providing the novel display device with the transparent cover or slide, the merchandise in the container is adequately protected against contamination without interference with its display by or removal from the device. This protective feature enables the display device to be used for containing merchandise which is easily damaged or rendered unfit for use if displayed without protection. While the protective cover or slide and its associated features are specially adapted for combination with the instant display device, it is to be understood that said protective cover or slide may be utilized with equal efficiency in other forms of display devices or containers.

Various changes in the specific forms shown and described may be made within the scope of the claims without departing from the spirit of the invention.

I claim:

1. In a display container, a transparent slide of flexible material, reinforcing strips located at opposite ends of said slide for transversely stiffening the same and consisting of foldably connected sections folded upon themselves to provide a plurality of layers, and finger pieces comprising integral parts of said reinforcing strips for slidably operating said slide.

2. A reinforcing strip of the kind described comprising a plurality of sections foldably connected with each other and foldable upon themselves to provide a plurality of layers, and a finger piece comprising an integral part of one of said sections and projecting from an edge thereof.

3. A reinforcing strip of the kind described comprising a plurality of sections foldably connected with each other and foldable upon themselves to provide a plurality of layers, one of said

sections including a slot, and a finger piece comprising an integral part of one of said sections and arranged to project through said slot in the folded condition of said sections.

4. A display device comprising a main panel provided with a display opening, a plurality of panels and sections foldably connected with each other and with said main panel and adjustable relatively to each other to form a container rearwardly of said panel in conterminous registry with the display opening thereof, contiguous integral portions of said main panel and associated adjacent panels respectively co-operating to provide guideways along predetermined parallel edges of said display opening, and a closure for said container slidably adjustable in said guideways to open and closed positions.

5. A display device comprising a main panel provided with a display opening, a plurality of panels and sections foldably connected with each other and with said main panel and adjustable relatively to each other to form a container rearwardly of said panel in conterminous registry with the display opening thereof, integral lips extending along predetermined parallel edges of said display opening, integral portions of associated adjacent panels lying in surface contiguity to said lips and co-operating therewith to provide guideways along said parallel edges of said display opening, and a transparent closure for said container slidably adjustable in said guideways to open and closed positions.

6. A display device comprising a main panel provided with a display opening, a plurality of panels and sections foldably connected with each other and with said main panel and adjustable relatively to each other to form a container rearwardly of said panel in conterminous registry with the display opening thereof, contiguous integral portions of said main panel and associated adjacent panels respectively co-operating to provide guideways along predetermined parallel edges of said display opening, a closure for said container slidably adjustable in said guideways, and tabs constituting integral parts of said main panel and projecting from said parallel edges of said display opening to constitute stops for arresting the sliding movements of said closure.

7. A display device comprising a main panel provided with a display opening, a plurality of panels and sections foldably connected with each other and with said main panel and adjustable relatively to each other to form a container rearwardly of said panel in conterminous registry with the display opening thereof, integral lips extending along predetermined parallel edges of said display opening, integral portions of associated adjacent panels lying in surface contiguity to said lips and co-operating therewith to provide guideways along said parallel edges of said display opening, a transparent closure for said container slidably adjustable in said guideways, and tabs integral with said lips and projecting therefrom at intermediate points to constitute stops for arresting the sliding movements of said closure.

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