July 3, 1945. C. W. SKOGH 2,379,598

DISPLAY DEVICE

Filed Jan. 7, 1944

Fig. 1.

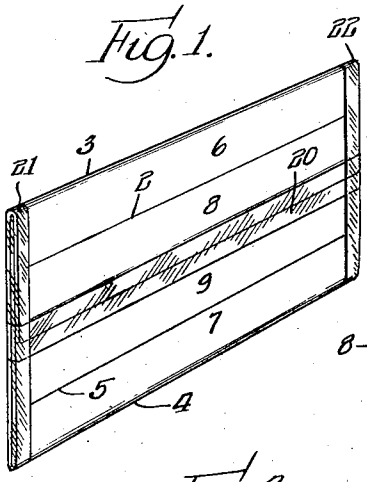


Fig. 2.

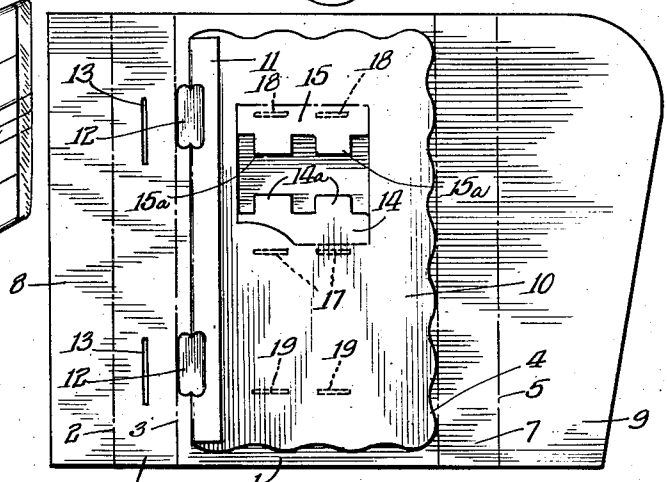


Fig. 3.

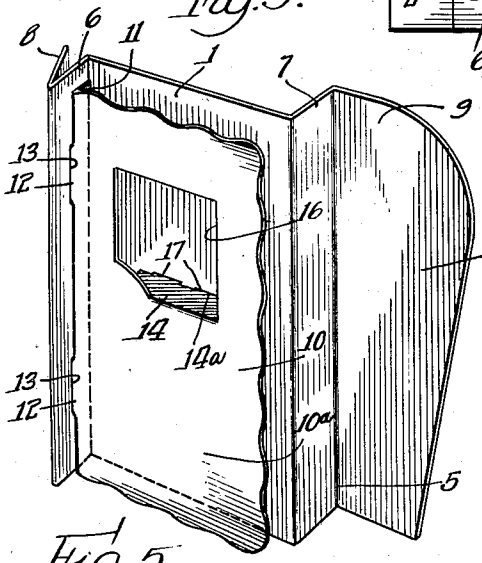


Fig. 4.

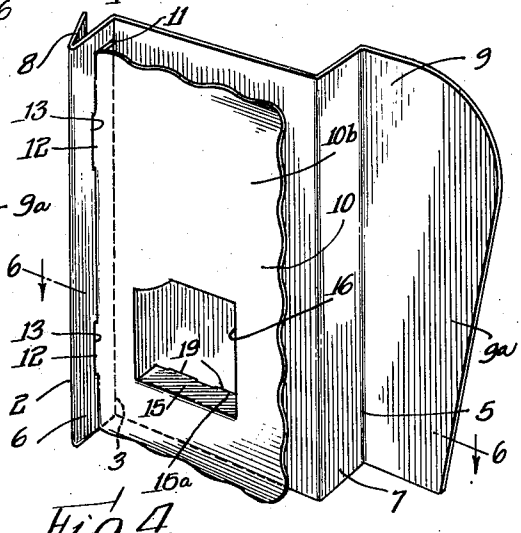


Fig. 5.

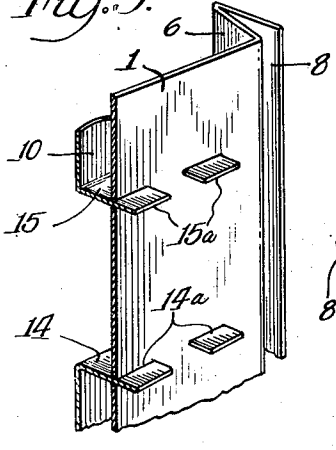
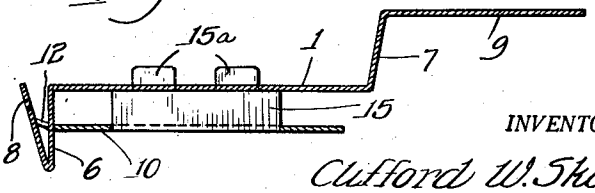


Fig. 6.



INVENTOR.

Clifford W. Skogh

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Patented July 3, 1945 2,379,598

UNITED STATES PATENT OFFICE

2,379,598

DISPLAY DEVICE

Clifford W. Skogh, Cary, Ill., assignor to Magill-Weinsheimer Company, Chicago, Ill., a corporation of Illinois

Application January 7, 1944, Serial No. 517,395

8 Claims. (Cl. 248—198)

This invention relates to a display device of the type designed for use in show windows or on store counters, and one object of the invention is to provide a new and improved display device of this character.

Another object of the invention is to provide a display device in a form in which it may be readily folded into a flat package suitable for shipment by mail or otherwise.

A further object of the invention is to provide a display device constructed from stiff sheet material, such as cardboard, and arranged to be assembled so as to provide a front wall having a display window, a back wall spaced rearwardly behind the window and shelf means connecting the front wall and back wall in a position to support an article of merchandise to be displayed in the window opening.

It is also an object of the invention to provide a display device which includes a back panel and a front panel, with a display window in the front panel disposed nearer one end than the other so that the front panel may be inverted and reversed, and mounted in such inverted position to alter the appearance of the display.

Other objects and advantages of the invention will appear from the following description taken in connection with the drawing in which:

Fig. 1 is a perspective view showing a display device embodying this invention folded and sealed, ready for shipment.

Fig. 2 is a plan view of the display device with the two pieces comprising it arranged ready for folding into a package for shipment.

Fig. 3 is a perspective view of the display device as set up ready for use with the window in its upper position.

Fig. 4 is a perspective view of the device as set up with the window in its lower position.

Fig. 5 is a fragmentary perspective view of parts of the device as seen from the rear.

Fig. 6 is a horizontal sectional view taken substantially as indicated at the line 6—6 on Fig. 4.

While there is illustrated in the drawings and hereinafter described, a preferred form of the invention, it is contemplated that various modifications may be made by those skilled in the art without departing from the spirit and scope of the appended claims.

The device illustrated herein as embodying this invention may be constructed from any suitable sheet material, but in most cases a heavy cardboard will be employed. As shown in Fig. 2, the structure is composed of two pieces of this material. The larger piece comprises a rectangular middle area 1 which may be denoted as the back panel of the device. The stock is scored along parallel lines 2, 3, 4 and 5 so that, when desired, the panels 6 and 7, immediately adjacent the back panel 1, may be folded into planes transverse to that of the back panel, and the outer panels 8 and 9 may also be folded so as to extend transversely of the panels 6 and 7 respectively. Such a disposition of the sections of the larger piece of cardboard is indicated in Fig. 3, in which the side panel 6 is folded to extend forwardly at approximately a right angle to the back panel 1, while the other side panel 7 is folded rearwardly at right angles thereto. The panel 8 is folded back at an acute angle to the panel 6, while the panel 9 extends outwardly from panel 7 in a plane approximately parallel to that of the panel 1.

The other piece of material, which is the smaller, comprises a front panel 10 with a marginal portion 11 scored to be folded back at right angles to the part 10 for spacing it from the back panel 1, as seen in Fig. 3. Cut out of this area of this part 11 there is a pair of tabs 12, 12 which remain in the plane of the front panel 10 and engage in slots 13, 13 in the side panel 6 of the main member, with the part 11 lying flatly against the outer face of the part 6.

The front panel 10 is additionally spaced from the back panel 1 by means of shelf portions 14 and 15 folded back from the lower margins of a window 16 which is cut in the front panel 10. These shelf portions are formed with tabs 14^a and 15^a, and in the arrangement shown in Fig. 3 the tabs 14^a are inserted in the slots 17 in the back panel 1, while the tabs 15^a engage in slots 18 in said panel 1, thus frictionally holding the front panel in its spaced relation to the back panel. The shelf member 14, extending from the lower margin of the window 16, is wide enough to afford support for an article of merchandise to be displayed in the window opening, and the area 10^a below the window may be employed for advertising or display matter to call attention to such merchandise. Similarly, the area 9^a of the wing panel 9 may also serve for decorative or advertising matter relating to the object on display.

In order to utilize the same structure for a slightly different display after it has served its purpose for a period in the arrangement shown in Fig. 3, the back panel 1 is formed with a third set of slots 19 spaced from the slots 17 by the same distance as the slots 18. This permits the panel 10 to be inverted, but if the device is made

as shown, with the slots 13 arranged only at one side, that is, in the side panel 6, such inversion will involve also reversing the panel to bring its rear face forward. At the same time, the marginal part 11 will be folded back in the opposite direction, and the shelf members 14 and 15 will be folded back to extend from the opposite face of the panel 10. This presents the area 10^b forwardly, and brings the window 16 nearer the lower end of the panel, with the tabs 15^a inserted in slots 13, the surface 10^b serving now for display matter relating to the object to be supported on the shelf member 15. If the merchandise displayed with the device in its second position is entirely different from that displayed on the previous occasion, the area 9^a may be covered with a sheet of new display matter pasted thereon, and by employing this same expedient the display structure may be used repeatedly by covering the areas 10^a and 10^b with new descriptive matter. It will also be recognized that instead of resting upon the lower edges of the panels 1, 6, 7, 8 and 9, the device may be inverted bodily so as to rest upon the edges which are shown as the upper edges in the drawing herewith; also, if preferred, the panel 7 may be bent to extend forwardly instead of rearwardly, as shown.

The two members of the device are so dimensioned that the smaller panel may be completely enveloped within the larger one and secured therein for shipment or storage. The width of the smaller panel 10, including its projecting lugs 12, 12, is substantially equal to the distance between the score lines 3 and 4 of the larger panel, so that by laying the smaller panel upon the larger one, in the position shown in Fig. 2, then folding over the parts 9 and 7, and, finally, folding over the parts 6 and 8, a package is formed which may be sealed by strips of adhesive-coated material at 20, 21 and 22, as seen in Fig. 1. If this material is of the transparent type, the edges of the larger panels will show through it, as indicated in Fig. 1.

I claim as my invention:

1. A display device composed of relatively stiff sheet material scored at parallel lines to form a back panel with side panels disposed in planes transverse to that of said back panel, the lower edges of said panels lying in a common plane so that the device may stand upright on said edges, and a separate front panel of sheet material spaced from the back panel, said front panel having a display opening, and sheet material extending from a horizontal margin of said opening to the back panel in engagement with the front and back panels, forming a shelf to support an article for display at said opening, together with means connecting the front panel directly to at least one of the side panels in said spaced relation to the back panel, said means acting to prevent vertical displacement of the front panel relative to the back panel.

2. A display device composed of relatively stiff sheet material scored at parallel lines to form a back panel with side panels disposed in planes transverse to that of said back panel, the lower edges of said panels lying in a common plane so that the device may stand upright on said edges, and a separate front panel of sheet material spaced from the back panel, said front panel having a display opening with material bent back from the upper and lower margins of said opening and extending to the back panel in engagement therewith, providing a recess to accommodate an article to be displayed, together with a lug on said front panel engaged in a slot in one of the side panels and preventing vertical displacement of the front panel relative to the back panel.

3. A display device composed of relatively stiff sheet material scored at parallel lines to form a back panel with side panels disposable in planes transverse to that of said back panel, and a separate front panel of sheet material provided with a marginal flange extending from end to end thereof and scored for folding of said flange to extend transversely of the main area of the front panel and flatly against one of the side panels, said side panel having slots and the front panel having lugs projecting in its plane beyond the line at which said marginal flange is folded and engageable in said slots with said marginal flange projecting into contact with the back panel, said front panel having also an opening with material bent back from the upper and lower margins of said opening and detachably secured to the back panel to provide a recess for accommodating an article to be displayed.

4. A display device composed of relatively stiff sheet material scored at parallel lines to form a back panel with side panels disposable in planes transverse to that of said back panel, the lower edges of said panels lying in a common plane, and a separate front panel of sheet material adapted to be spaced from the back panel, said front panel having an opening nearer one end than the other, and means for securing the front panel fixedly but detachably to at least one of said side panels in its spaced relation to the back panel, either with its opening nearer its upper end or with said opening nearer its lower end, together with means for bridging the space between said panels at the upper and lower margins of the opening whereby at either position thereof one of said bridging means serves as a shelf for an article to be displayed at the opening.

5. A display device composed of relatively stiff sheet material scored at parallel lines to form a back panel with side panels disposable in planes transverse to that of said back panel, lower edges of said panels lying in a common plane and a separate front panel of sheet material adapted to be spaced from the back panel, said front panel having an opening nearer one end than the other, with material at the upper and lower margins of said opening foldable to project transversely from either face of the front panel, said foldable material having lugs engageable in slots in the back panel, said back panel being slotted to receive said lugs when the front panel is disposed with its opening nearer its upper end or with said opening nearer its lower end, in either position of the front panel said foldable material at the lower margin of the opening serving as a shelf to support an article to be displayed at the opening, together with lugs extending from at least one lateral edge of the front panel, and slots disposed in at least one of said panels to receive said lugs when the front panel is disposed in either of said positions.

6. A display device composed of relatively stiff sheet material scored to be folded so as to form a back panel with a side panel disposed in a plane transverse to that of the back panel, and a separate front panel of sheet material adapted to be spaced from the back panel and having a display opening nearer one end than the other, together with means for securing said front panel fixedly but detachably in its spaced relation to the back panel, either with its said opening nearer

its upper end and with one face exposed outwardly or with said opening nearer its lower end and with its opposite face exposed outwardly, said securing means comprising lugs on the front panel and slots in the back panel and in the side panel positioned to engage said lugs when the front panel is disposed in either of said positions.

7. A display device composed of relatively stiff sheet material scored for bending into a form comprising at least two panels disposed in planes transverse to each other, and a separate panel having lugs engageable in slots in the other two panels whereby it may be detachably supported in a plane spaced from at least one of them, said separate panel having a display opening disposed nearer one end than the other and said slots and lugs being arranged for interengagement either with the display opening nearer the upper end of said panel or nearer its lower end.

8. A display device composed of relatively stiff sheet material scored for bending into a form comprising at least two panels disposed in planes transverse to each other, and a separate panel having lugs engageable in slots in the other two panels whereby it may be detachably supported in a plane spaced from at least one of them, said separate panel having a display opening disposed nearer one end than the other and said slots and lugs being arranged for interengagement either with the display opening nearer the upper end of said panel or nearer its lower end, said separate panel having portions foldable at the upper and lower margins of its said opening to project transversely from either face of the panel, and at least some of said lugs extending from said portions, whereby either face of said panel may be presented outwardly for display and one or the other foldable portion may serve as a shelf to support an article for display in the opening of the panel.

CLIFFORD W. SKOGH.