May 25, 1965 J. J. MARO 3,185,292

DISPLAY FOLDER

Filed June 11, 1963 2 Sheets-Sheet 1

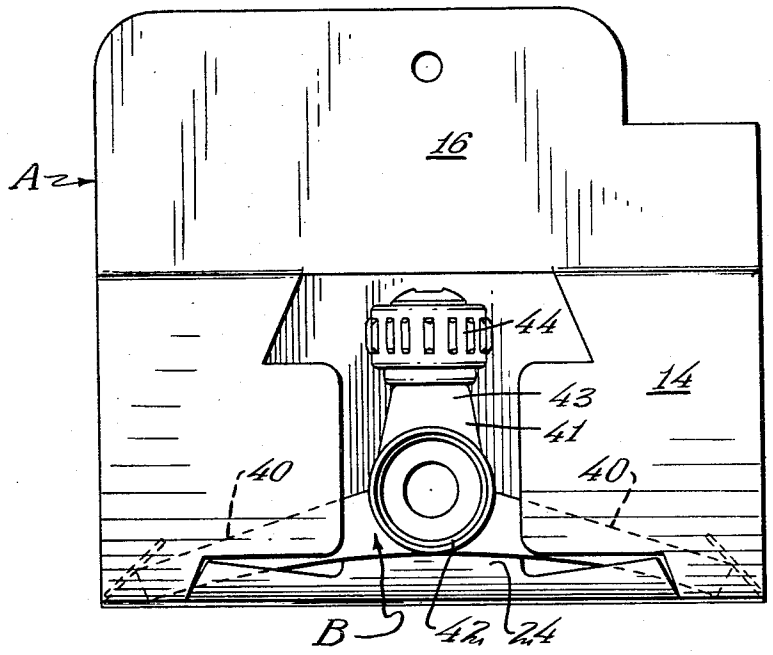


FIG. 1

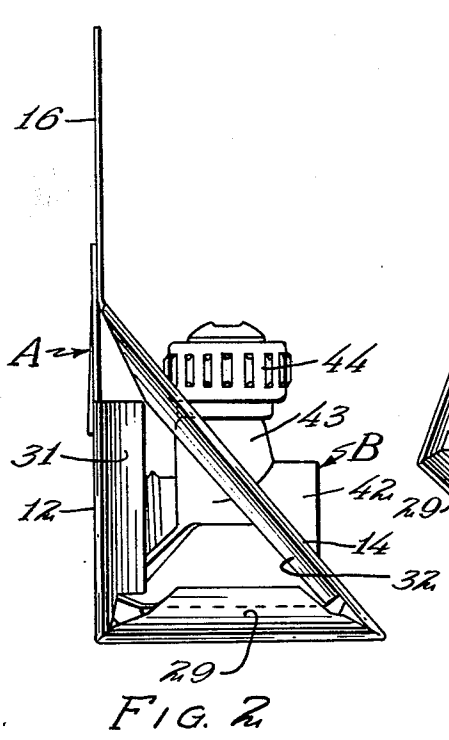


FIG. 2

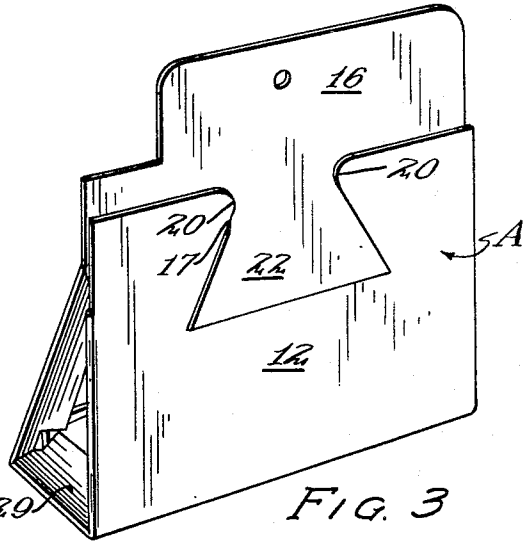


FIG. 3

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DISPLAY FOLDER

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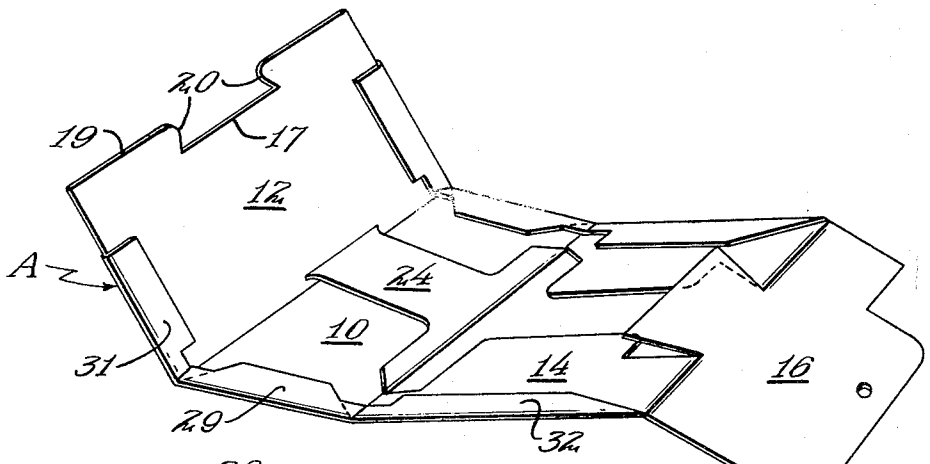


FIG. 4

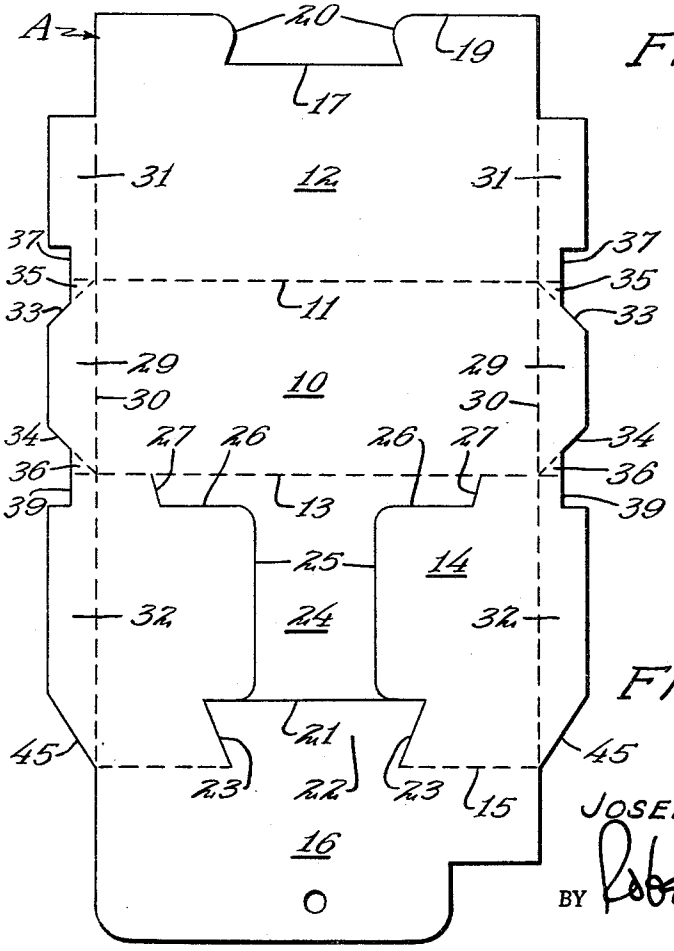


FIG. 5

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DISPLAY FOLDER

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5 Claims. (Cl. 206—45.14)

This invention relates to an improvement in display folder and deals particularly with a folder for containing and displaying a lawn sprinkler or similar object. It is an object of the present invention to provide a folder for containing an object such as a lawn sprinkler and the like having elongated base portion and a central upstanding stem which supports the sprinkler head. One of the functions of such a folder is to provide a folder which will expose a material part of the sprinkler and still contain the same to prevent the sprinkler from moving in any direction while being displayed.

A further feature of the present invention resides in the provision of a display capable of exposing a considerable part of the sprinkler, while at the same time providing adequate space for advertising copy.

These and other objects and novel features of the present invention will be more clearly and fully set forth in the following specification and claims.

In the drawings forming a part of the specification;

FIGURE 1 is a front elevational view of the folder in display position.

FIGURE 2 is a side elevational view of the folder illustrated in FIGURE 1.

FIGURE 3 is a rear perspective view showing the closed folder.

FIGURE 4 is a perspective view of the blank in partially folded condition.

FIGURE 5 is a diagrammatic view showing the blank from which the display is formed.

The construction of the display may be best indicated from the blank illustrated in FIGURE 5. The blank includes a rectangular bottom panel 10 of elongated form which is connected along a hinged line 11 to a rear wall panel 12. The bottom panel 10 is connected along its opposite parallel edge 13 to an inclined front display panel 14. The inclined display panel 14 is hingedly connected along a fold line 15 to a top display panel 16.

A notch 17 is located centrally of the edge 19 of the rear panel 12 which will form the upper edge of the rear panel when the display is formed. The ends of the notch 17 are defined by rounded projections 20 so that the base of the notch is somewhat wider than the distance between the projections 20. The fold line 15 connecting the inclined display panel 14 with the top display panel 16 is interrupted by a generally U-shaped cut line 21 which forms a trapezoidal locking tongue 22 having its shorter edge integrally connected to the top display panel 16 and its wider edge forming the end of the locking tongue. Thus a locking tongue is provided with opposite tapering side edges 23 so that the width of the locking tongue 22 along its shorter edge is substantially equal to the width of the base of the notch 17, this width being longer than the distance between the projections 20. As a result, the locking tongue 22 may be engaged in the notch 17 and the display and its contents may be lifted or supported by the top display panel 16 without danger of the display coming unlocked.

In order that the front of the inclined display panel 14 be opened up sufficiently to permit the object being displayed to project therefrom, a flap 24 is cut from the center portion of the panel 14, the flap 24 being defined by generally parallel cut lines 25 communicating with the cut line 24 forming the locking tongue 21 at one end, and

extending toward the fold line 13. The cut line turns at substantially right angles to provide cut line portions 26 which extend generally parallel to the fold line 13, and the ends of these cut line portions 26 are connected to the fold line 13 by terminal cut lines 27.

Flanges 29 are hingedly connected to the ends of the bottom panel 10 along parallel fold lines 30. Flanges 31 are hingedly connected to the rear panel 12 along extensions of the fold line 30, and in a similar manner, flanges 32 are hingedly connected to the edges of the inclined display panel 14 along extensions of the fold line 30. The flanges 29 are provided with diagonally extending ends 33 and 34 which extend to the corners of the bottom panel 10. Triangular gusset flaps 35 are connected to the diagonal ends 33 of the flanges 29 and to the ends of the flanges 31 along extensions of the fold line 11. Gusset flaps 36 are connected to the diagonal ends 34 of the flaps 29 and are connected to the flanges 32 along extensions of the fold line 13. The lower ends of the flanges 31 and 32 are notched as indicated at 37 and 39, respectively, so that the upper portion of the flanges 31 and 32 may extend over the base of the sprinkler as will be described.

The folder which has been described is indicated in general by the letter A. The particular folder illustrated is designed to accommodate a lawn sprinkler which is indicated in general by the letter B. The sprinkler B has an elongated base portion comprising a pair of opposed legs 40 which increase in length from the generally L-shaped body 41 to the outer ends of the legs. The L-shaped body includes an internally threaded horizontal inlet 42 and a vertical stem 43 to which is threaded the sprinkler head 44. As is indicated in FIGURE 2 of the drawings, a portion of the sprinkler body and head 44 project through the aperture which is formed by folding the locking tongue and the flap 24 out of the plane of the front inclined display panel 14. As indicated in the drawings, the flanges 31 which are hinged to the rear panel 12 terminate short of the top edge 19 of the rear panel and the flanges 32 connected to the inclined display panel 14 are tapered along their upper edges as indicated at 45. This is done so as not to interfere when the folder is erected. In assembling the display, the flap 24 is folded to overlie the bottom panel 10, the sprinkler B is placed upon the bottom panel 10, and the flaps 29, 31, and 32 are then folded inwardly in the manner shown in FIGURE 4. While holding the flanges folded inwardly, the rear panel 12 and the front panel 14 are hinged upwardly. The top display panel is flexed out of the plane of the panel 14 during this folding operation, and the base of the locking tongue is engaged into the notch 17 in the upper edge 19 of the panel 12. Once engaged, the top display panel will be in vertical position as the lower portion of the top display panel will lie in face contact with the top portion of the rear panel 12. Once the upward folding of the panels 12 and 14 has been started, the flanges will be held at an acute angle to the panels to which they are hinged due to the gusset flaps 35 and 36.

In accordance with the patent statutes, the principles of construction and operation of this improvement in display folder have been described, and while an endeavor has been made to set forth the best embodiment thereof, it should be understood that change, may be made within the scope of the following claims without departing from the spirit of the invention.

I claim:

1. A display folder for displaying an object having an elongated base and an upwardly extending portion intermediate the ends of said base, the folding including:

a bottom panel slightly longer and wider than said base,

a rear panel extending upwardly from said base at substantially right angles thereto,

an inclined display panel hinged to the edge of said bottom panel opposite that to which said rear panel is hinged and extending upwardly and rearwardly therefrom to said rear panel,

a top display panel hinged to the upper edge of said inclined display panel and having a lower marginal portion in face contact with the forward surface of said rear panel and extending upwardly therefrom,

said rear panel having a notch in its upper edge between the sides thereof,

a locking tongue cut from the center portion of said inclined display panel and extending through said notch to lie in face contact with the rear surface thereof, engagement of said tongue with said rear panel holding said top display panel erect, and

said inclined display panel having an aperture therein at least partially formed by said locking tongue through which the upwardly extending portion of said object may extend.

2. The structure of claim 1 and including flanges hinged to the edges of said bottom panel and flanges hinged to the lower portions of said rear wall and inclined display panel, the flanges of said bottom panel being connected to the other flanges by triangular gusset flaps,

whereby when said flanges connected to said rear panel and to said inclined display panel are folded into face contact with the inner surfaces of the panels to which they are hinged, the flanges connected to the ends of the bottom panel are held at an acute angle to the bottom panel.

3. The structure of claim 1 and in which said notch is wider at its base than at the top of said rear panel, and said locking tongue is generally trapezoidal with the end of the tongue being wider than the base of said notch and the base of the tongue at its point of connection with said top display panel being substantially equal in width to the base of said notch.

4. A display for use with a lawn sprinkler having an elongated base and a central upwardly projecting stem, the display including,

an elongated bottom panel of a size slightly larger than that of said base,

a rear panel hinged to an edge of said bottom and extending upwardly therefrom at substantially right angles thereto,

an inclined display panel hinged to the edge of said bottom panel opposite that to which said rear panel is hinged, and extending diagonally to said rear panel,

a top display panel having its lower margin in face contact with the forward surface of said rear panel

and hinged to the upper edge of said inclined display panel,

a locking tongue cut from said inclined display panel and forming a downward extension of said top display panel,

said locking tongue being of generally trapezoidal shape with the narrower side of the trapezoid integral with said top display panel and the wider side thereof at the lower end of the tongue,

a generally trapezoidal notch in the upper edge of said rear panel with the widest part of the notch at the base thereof, the widest part of the notch being substantially equal to the narrowest part of said locking tongue for interengagement therewith, said locking tongue engaging the rear surface of said rear panel in face contact when engaged in said notch to hold said top display panel erect, and

a flap defined by cut lines extending from the aperture formed by said locking tongue to the fold line connecting said inclined display panel to said bottom panel producing an enlargement of said aperture,

said flap being folded beneath said base and said stem projection extending through the enlarged aperture.

5. The structure described in claim 4 and including flanges hingedly connected to the ends of the bottom panel,

flanges connected to the ends of said rear panel adjoining said bottom panel,

flanges connected to the ends of said inclined display panel adjoining said bottom panel, and

triangular gusset panels connecting each end of each flange on said bottom panel to the ends of the adjacent flanges on said rear panel and said inclined display panel.

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