July 21, 1925. 1,546,983

H. C. HOUSE

DISPLAY DEVICE

Filed Dec. 27, 1923

Fig. 1.

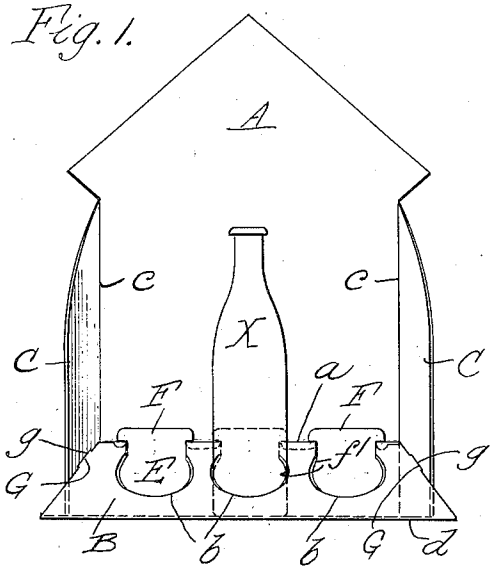


Fig. 2.

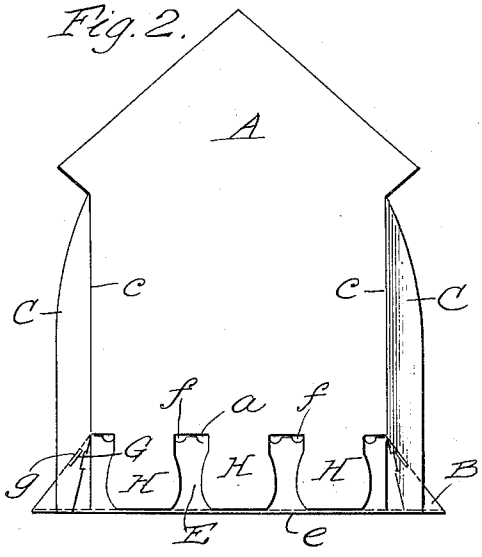


Fig. 4.

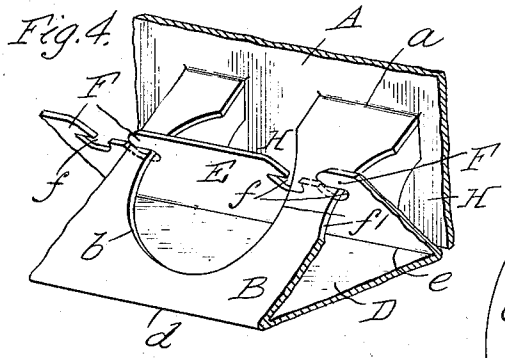


Fig. 3.

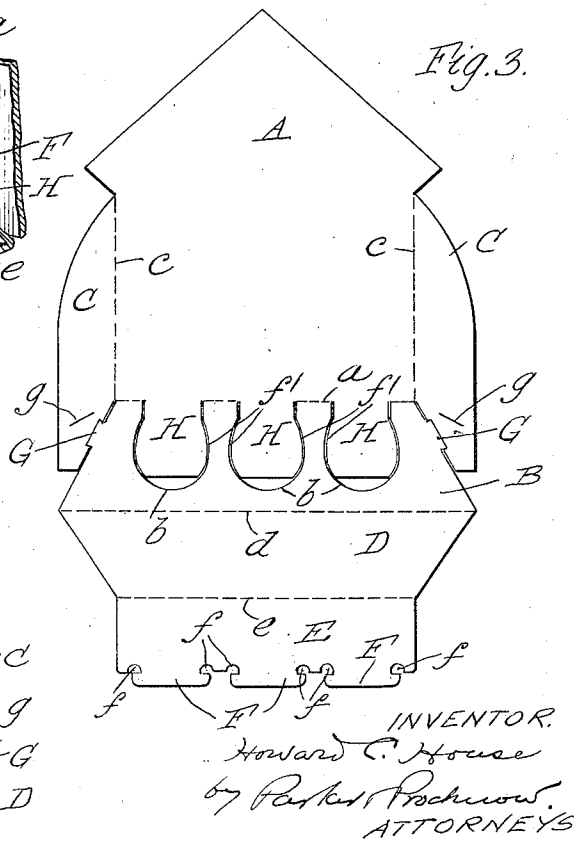


Fig. 6.

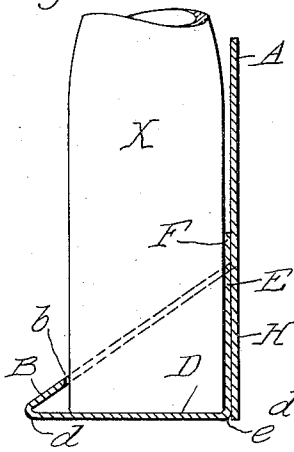
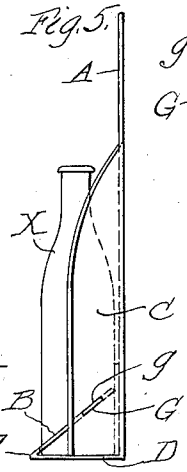


Fig. 5.



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UNITED STATES PATENT OFFICE.

HOWARD C. HOUSE, OF BUFFALO, NEW YORK.

DISPLAY DEVICE.

Application filed December 27, 1923. Serial No. 683,060.

To all whom it may concern:

Be it known that I, HOWARD C. HOUSE, a citizen of the United States, residing at Buffalo, in the county of Erie and State of New York, have invented a new and useful Improvement in Display Devices, of which the following is a specification.

This invention relates to advertising or display devices of the kind by means of which the goods, or packages of the goods are supported in position to be displayed.

The objects of this invention are to provide an advertising or display device which may be shipped to the user in a flat package and which may be set up without the use of adhesive or other securing means, into a position to support the article and with which the article to be displayed cooperates to hold the parts of the display device in correct relation to each other; also to improve the construction of devices of this kind in other respects hereinafter specified.

In the accompanying drawings:—

Fig. 1 is a front elevation of a display device embodying this invention.

Fig. 2 is a rear elevation thereof.

Fig. 3 is a view of the device before the parts thereof are folded into their operative positions.

Fig. 4 is an enlarged fragmentary perspective view thereof showing one of the positions of the parts during the setting up of the device.

Fig. 5 is a side view thereof on a reduced scale.

Fig. 6 is an enlarged fragmentary sectional elevation thereof.

The advertising or display device is made of a single sheet of cardboard or other material and includes a main upright panel A having an integral, forwardly extending part or panel B, connected therewith, preferably by a scored or creased edge *a*, and two side panels or wings C are preferably, though not necessarily, provided which are also connected with the main panel by means of creased or scored portions *c*. All of these panels or parts may be ornamented as desired, or may contain advertising matter relating to the articles to be supported on the display device, and may be of any suitable or desired shape. The forwardly extending panel is provided with one or more apertures or openings *b* cut therein and these openings are of such form or shape as to accommodate the articles X to be displayed. In the particular construction shown, the forwardly extending panel is inclined, sloping downwardly from its connection with the main panel and at the lower front edge of the inclined panel or part B is a scored or creased line forming a folding or hinged edge *d* by means of which a bottom panel D is connected to the forwardly extending panel, and an interlocking panel E is connected by means of a similar edge *e* with the bottom panel D. The bottom panel normally is in a horizontal position and is adapted to form a base for the display device and to rest upon any desired support, and the articles X which pass through the openings *b* in the inclined panel rest upon the bottom panel D and thus help to securely hold the display device in its operative or upright position. The interlocking panel E is folded upwardly and assumes a substantially upright position adjacent to the main panel A, and the interlocking panel is so arranged relatively to the other parts of the display device that an article while supported on a display device will positively hold the interlocking parts in their engaging positions, so that the device cannot be taken apart or collapsed except by first removing the articles which are to be displayed. In order to accomplish this result, the following construction is preferably employed.

The interlocking panel E is provided at its outer edge with a plurality of locking projections or keys F which are preferably formed integral with the panel and the opposite sides of which are separated from the panel by means of recesses or cut-out portions *f*, so that the locking projections are substantially T-shaped, including outer head portions connected to the panel by neck portions of reduced width. The openings *b* in the forwardly extending panel are also provided with portions, such as the parts *f'*, which are wider than the parts of the opening adjoining the main panel of the device. Consequently, the interlocking panel may be bent into the position shown in Fig. 4, in which the enlarged heads of the interlocking projections or keys F can be passed through the wide portions of the openings *b*, and the panel E is then swung rearwardly into an upright position, as

shown in Fig. 1. In this position the interlocking portions or keys F lie flatly against the main panel A and the side portions thereof project beyond the sides of the openings *b*, the edges of the reduced portions of the openings extending into the undercut portions *f* of the interlocking panel and engaging the neck portions of the interlocking parts F. Consequently when the article X is inserted in the opening *b*, as shown in Fig. 1, the rear part of the article will engage the interlocking panel E and hold the same in the upright position in which the interlocking projections or keys F are held in the reduced portions of the openings *b* and are thus prevented from becoming unlocked. It will be seen, in view of this construction, that the articles X are securely held in the display device, and the articles in turn hold the locking parts of the display device in their operative positions so that the display device with the articles in place therein may be picked up or moved about as desired, without disarranging the relative positions of the articles with reference to the display device, or without moving any of the parts of the display device out of their interlocked positions.

Any suitable or desired means may be provided for holding the main panel in its vertical or operative position. In the construction shown, two separate means are provided for this purpose, and it will be understood that either one of these means may be dispensed with, if desired, or both means may be used to ensure the proper positioning of the main panel relatively to the other parts of the device. The side panels or wings C, which have already been referred to, may be used to hold the main panel in its upright position, in which case means are provided for securing the side panels to other parts of the device. In the construction shown, the side panels or wings are provided with slits *g* adapted to receive projections G extending laterally from the inclined panel B. By passing the locking projections through the slits *g*, the side panels or wings C will be held in a definite, fixed relation with reference to the inclined panel B, and thus in turn will hold the rear panel A in its upright position.

The other means for holding the main panel in its upright position, which may, if desired, be used in conjunction with the side panels or wings, consist of downwardly projecting, integral parts or extensions H of the main panel, these extensions or projections being formed by the cutting of the openings *b* in the inclined panel. Since these extensions project downwardly below the line of fold *a*, the extensions will, when an article is in position in the device, prevent the main panel from swinging rearwardly and the articles themselves, which stand in close proximity to the main panel, will prevent the main panel from swinging forwardly so that by means of these extensions the main panel may be held in its upright position independently of the wings C.

The advertising or display device described has the advantage of being very simple in construction, in that the panel consists of a single sheet of material which can be bent and formed into an advertising display device without the use of any adhesive or retaining means other than those formed integral with the panel itself, and when in its operative position, the device, together with the articles displayed therein, may be moved about as desired, without in any way changing the relative positions of the articles with reference to the device or changing any parts of the device with reference to each other.

I claim as my invention:

1. In an advertising or display device, the combination of a main panel provided with a forwardly extending part having an aperture adapted to receive an article to be displayed, a bottom panel connected with said forwardly extending part and upon which the article to be displayed is adapted to rest, and an interlocking panel extending upwardly from said bottom panel and having a part adapted to extend through said aperture and to overhang the sides of the aperture in said forwardly extending part to secure said panels in their correct relations to each other.

2. In an advertising or display device, the combination of a main panel provided with a forwardly extending part having an aperture adapted to receive an article to be displayed, said aperture being of greater width at portions thereof removed from said main panel than at the point of juncture of said forwardly extending part with said main panel, an interlocking panel having a part of substantially T-shape adapted to pass through said aperture at the portions thereof of greater width and to be moved toward the juncture of said main panel with said forwardly extending part to interlock with said forwardly extending part and to overhang the sides of the aperture at the portion thereof adjoining said main panel, and means connecting said interlocking panel with said forwardly extending part.

3. In an advertising or display device, the combination of a main panel provided with a forwardly extending part having an aperture adapted to receive an article to be displayed, a bottom panel connected with said forwardly extending part and upon which the article to be displayed is adapted to rest, and an interlocking panel extending upwardly from said bottom panel and having a part adapted to extend through and grip the sides of said aperture and interlock

with said forwardly extending part and to be held in its interlocked position by an article when positioned in said aperture.

4. In an advertising or display device, the combination of a main upright panel, an inclined panel extending forwardly from said main panel, and a bottom panel, said panels all being joined by hinged connections, said inclined panel having an aperture which receives an article to be displayed and which is of comparatively narrow width adjacent to said main panel and of greater width at a distance therefrom, and an interlocking part having a hinged connection with said bottom panel and having an enlarged head adapted to pass through said portion of said aperture of greater width and a neck adapted to engage the portions of the aperture of less width, said interlocking part being held in the part of said aperture of less width by an article when positioned in said aperture.

5. In an advertising or display device, the combination of a main upright panel, an inclined panel extending forwardly from said main panel and having an aperture adapted to receive an article to be displayed, said aperture extending from said main panel toward the front of said inclined panel and having a portion of increased width at a distance from said main panel, a bottom panel, an interlocking part having a hinged connection with said bottom panel and including a head and a reduced neck portion, said head being adapted to pass through said portion of said aperture of increased width and to be moved toward said main panel, whereby said neck portion is engaged by the parts of said inclined panel surrounding said aperture to hold said interlocking part in fixed relation thereto, said interlocking part being held in its interlocking position by an article positioned in said aperture, and side panels hinged to the sides of said main panel and adapted to be secured to the sides of said inclined panel to hold said panels in fixed relation to each other.

6. In an advertising or display device, the combination of a main panel provided with a forwardly extending part having an aperture adapted to receive an article to be displayed, said aperture terminating at the folded edge joining said main panel and forwardly extending part and the portion of said device cut from said aperture extending downwardly from said folded edge, a bottom panel connected with said forwardly extending part and upon which the article to be displayed is adapted to rest, and an interlocking panel extending upwardly from said bottom panel in front of said downwardly extending portions of said main panel and having a part adapted to extend through said aperture and to overhang the sides of the aperture in said forwardly extending part to secure said panels in their correct relations to each other.

HOWARD C. HOUSE.