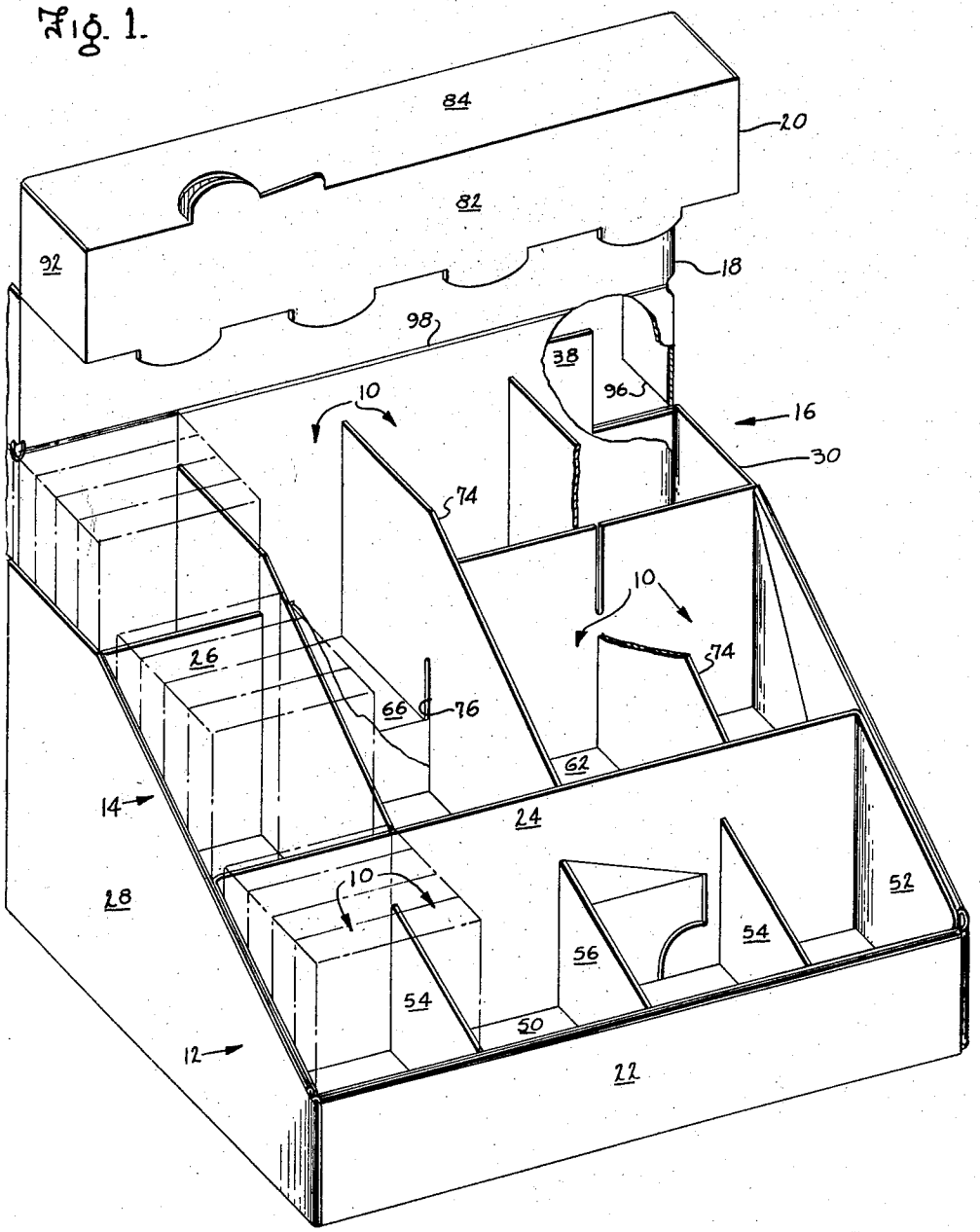
Nov. 24, 1959 J. DGETLUCK 2,914,184

DISPLAY DEVICES

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Fig. 1.



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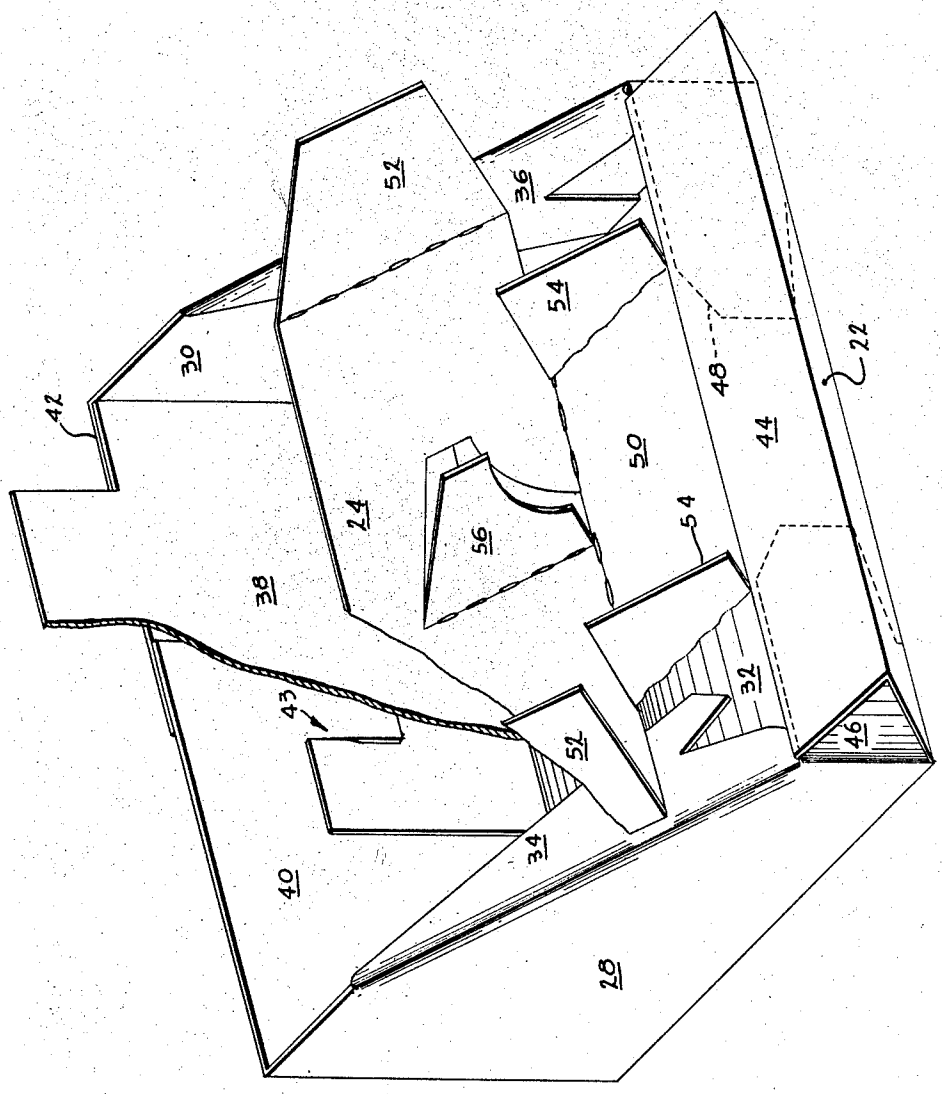


Fig. 2.

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Fig. 3.

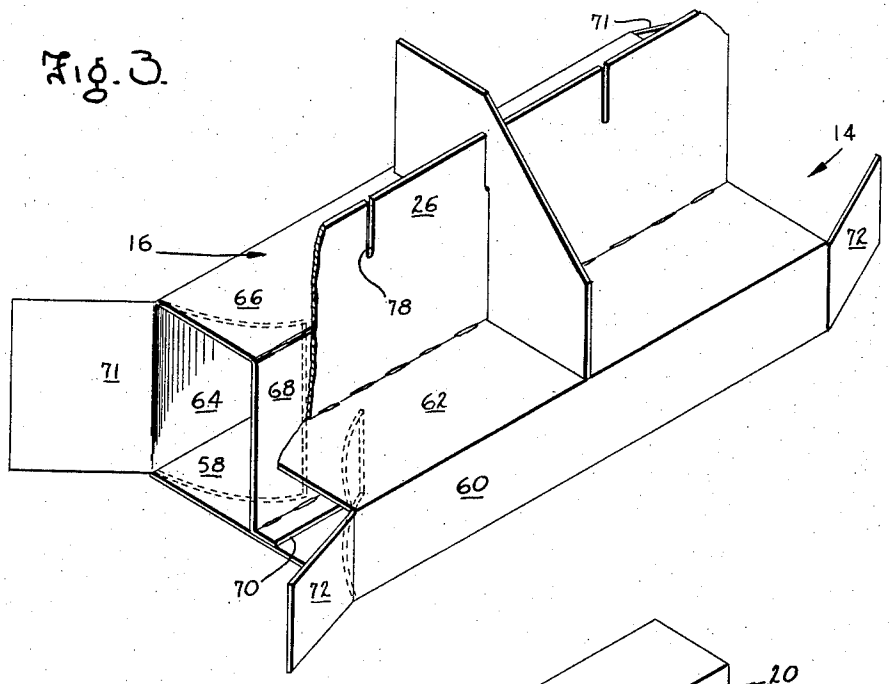
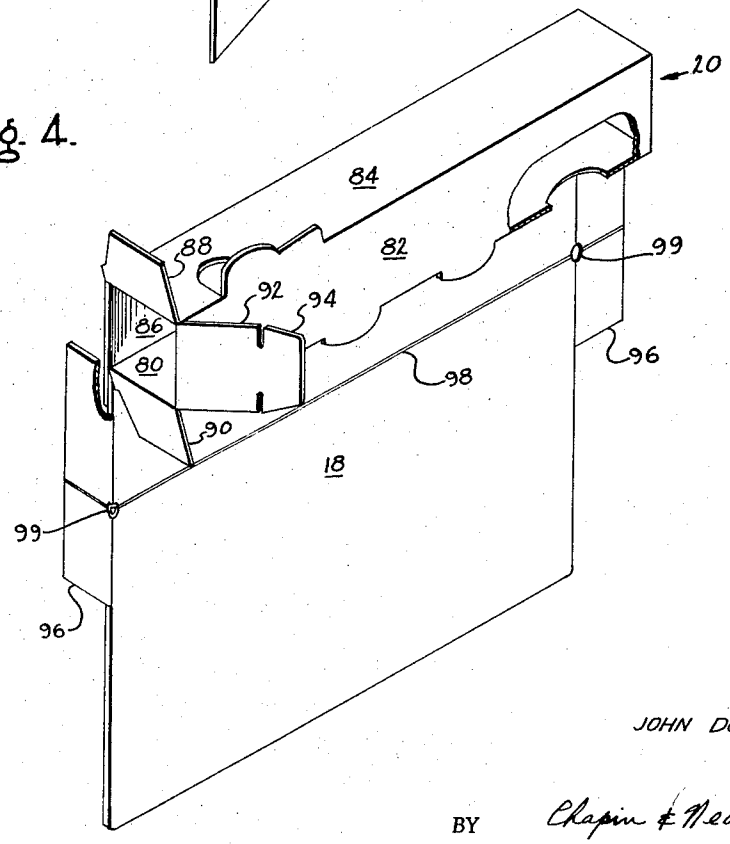


Fig. 4.



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DISPLAY DEVICES

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Application April 10, 1958, Serial No. 727,631

5 Claims. (Cl. 211—55)

This invention relates to improvements in multiple tier display devices for playing cards and the like.

In the retail sale of children's playing cards it is desirable to have the numerous types of card decks or other articles arrayed for simultaneous visual inspection by prospective customers without the necessity of the customer sorting through the decks.

It is an object of this invention to provide an improved multiple tier display device of sturdy construction in its set-up condition and which may be compositely formed of sheet material components each of which is individually collapsible to a flat condition for storage or shipment.

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

In the drawings forming part of the specification:

Fig. 1 is a perspective view of this display device in a set-up condition, with certain sections cut away to show structural details;

Fig. 2 is a perspective view of one component part of the display device shown in a partially unfolded condition with parts cut away to show details thereof;

Fig. 3 is a perspective view of another component part of the display device with certain parts cut away to show details thereof;

Fig. 4 is a perspective view of a further component part of the display devices with parts cut away to show details thereof.

The display device of the present invention is shown in Fig. 1 as it would be set up for displaying articles on a store counter or the like. This device is adapted to support the articles in tiered fashion so that a great many articles may be simultaneously displayed for visual inspection by prospective purchasers. More particularly, the articles are arranged in three tiers being positioned in this relationship by three compositely formed channels which are progressively, rearwardly and upwardly offset from the front of the device. Each channel is divided along its length by partition means which define individual compartments or pockets **10** which are adapted to receive and display the individual articles and maintain them in a neat and orderly fashion. A lower channel or tier of pockets is indicated generally at **12** while an intermediate tier or channel of pockets is indicated at **14** and an upper tier or channel of pockets indicated at **16**. At the rear of the display device and extending upwardly from the rear of the tier **16** is a head board **18** which is provided with an overhanging box-like element **20** which gives a marquee effect that is highly attractive in setting forth the displayed articles in a distinctive fashion and further provides space for advertising price information and the like.

As can be seen, the exterior of this display device is defined by a relatively low front wall **22** which in part forms the front of the lower channel **12** and which is less than the height of the articles being displayed so that a substantial portion of the articles is exposed for visual inspection. The same is true of panels **24** and **26**

which define the front edges of the tiers **14** and **16**. Side panels **28** and **30** define, at least in part, the ends of the various channels while the rear of the display is compositely formed by means which are later described. The rear of the display, the side panels **28** and **30** and the front panel **22** are interconnected by a common base panel which also will be described later in detail. The head panel **18** is a separate element as is also the case of the means forming the intermediate and upper channels **14** and **16**.

Referring now to Fig. 2, one component part of the display device is illustrated in partially unfolded condition to better illustrate its mode of construction. This member is foldable from an integral flat blank of sheet material, such as cardboard, or the like, to form a tray-like member and also the lower article-receiving channel **12**. Appropriate creases, cut creases or scores may be formed in the flat blank to define the various panels and flaps which are folded and manipulated in a manner now to be described as one step in forming the display device of Fig. 1. The other component parts of the display device, as will later appear, may also be formed from flat blanks having creases or scores defining panels therein.

More specifically, this blank comprises a base panel **32** (which was mentioned above) from which the side panels **28** and **30** are folded upwardly. Triangularly shaped panels **34** and **36** are folded inwardly of the side panels **28** and **30** respectively to provide a slanting edge extending from the forward portion of the upper channel **16** to the top of the front panel **22** (see also Fig. 1). The rear of this tray-like member is formed by back panel **38** folded upwardly from the rear of the base panel **32** and flaps **40** and **42** which are respectively folded inwardly from the side panels **28** and **30** and interlocked by the hook slot arrangement **43** seen in Fig. 2. It will be apparent that with the flaps **40** and **42** locked in place that the rear wall of the tray-like member, as well as its side panels **28** and **30** are supported in an upright position. The front wall or panel **22** is folded upwardly from the base panel **32** with a second panel **44** being reversely foldable from the top edge of the panel **22** to embrace therebetween a pair of flaps **46** and **48** which are folded inwardly from the forward edges of the side panels **28** and **30** respectively. Thus, the front panel **22** may be maintained in an upright position as seen in Fig. 1. An interconnecting panel **50** extends from the panel **44** and is foldable to overlie the base panel **32** and provide in part the floor of the lower channel **12**. Panel **24** which defines the forward side of channel **14** is integral with the interconnecting panel **50** and foldable to an upright position as seen in Fig. 1, so that its lower portion will provide or define the rear of the lower channel **12**. Flaps **52** are folded forwardly from opposite ends of the panel **24** to support the panel **24** in its upright position. The partition means for separating the channel **12** into the individual pockets **10** as seen in Fig. 1, are provided by upwardly folded flaps **54** struck from the intermediate panel **50** and a forwardly folded flap **56** struck from the panel **24**.

It will be apparent that the above-described blank may be formed from a flat piece of stock and then folded in the manner described by the manufacturer of the articles.

The intermediate and upper channels **14** and **16** are formed at least in part by a second member which is best seen in Fig. 3. This member is formed from an integral flat blank of sheet material and is folded about creases or scores which define various panels. More particularly, this blank comprises a bottom panel **58**, a front panel **60** folded upwardly therefrom, a panel **62**

for the base of the intermediate channel 14 and the panel 26 which provides the front wall of the upper channel 16 as well as the rear wall of the intermediate channel 14. A rear panel 64 is folded upwardly from the bottom panel 58 with a panel 66 which provides the base of the upper channel 16 being folded forwardly to panel 26. From the forward end of panel 66 an intermediate vertical panel 68 is folded downward and co-extensively against the lower portion of panel 26 to the bottom panel 66 with a gluing tab 70 being folded forwardly therefrom and overlying the bottom panel 58. The gluing tab 70 is secured to the bottom panel 58 by the appropriate adhesive means, and the co-extensive portions of the panels 68 and 26 are likewise secured together by appropriate adhesive means thus forming a double sleeve construction which is collapsible to a flat condition or, of greater importance, which may be formed in a flat condition and later set up in the manner described. When set up in the illustrated condition comprising the pair of rectangular sleeves, it is preferable to provide a reenforcing means in the form of flaps 71 hinged to opposite ends of the rear panel 64 and flaps 72 hinged to opposite ends of the front panel 60. These flaps are adapted to be folded interiorly of the respective rectangular sleeves as illustrated by the dotted line showing to prevent collapsing of the member and thereby giving rigidity and structural strength to the display channels of which they are a part.

It will be apparent that the above-described double sleeve member may be positioned behind the panel 24 in setting up this display device in the fashion illustrated in Fig. 1. The channels 14 and 16 are separated into pockets 10 by cards 74 which are slotted as at 76 to receive the panel 26 which is also slotted as at 78 to receive the cards 74. It will be seen that the lower end of the cards 74 are formed in stepped fashion to rest upon both the panels 62 and 66.

The head panel 18 shown in Fig. 4 and the box-like marquee 20 are also formed from an integral blank of sheet material. More particularly, the lower panel 80 of the box-like marquee 20 is folded forwardly from head panel 18, front panel 82 is folded upwardly and a top panel 84 is then folded rearwardly from the panel 82. The rear of the marquee 20 is provided by a panel 86 folded downwardly from the top panel 84 in overlying relationship with the rear of the head panel 18 with the overlapping portion thereof being secured by appropriate adhesive means. It will also be seen that extensions are provided on the front panel 82 by striking portions from the top and bottom panels 84 and 80 above and below the crease lines defining these panels. The box-like marquee is also collapsible to a flat condition or may be formed in a flat condition facilitating shipment and storage. When setting up the box-like marquee 20 in the illustrated tubular fashion, it is desirable to reenforce it by providing tabs 88 and 90 which are foldable inwardly from the top and bottom panel 84 and 80 and a closure tab 92 which is foldable inwardly from each end of the front panel 82 and provided with an extension 94 which is inserted between the tabs 88 and 90 and the back panel 86.

The head panel is also provided with positioning tabs 96 at opposite sides thereof with the bottoms of the tabs 96 being spaced upwardly from the bottom of the panel 18. The head panel 18 may thus be inserted between the rear panel 64 of the intermediate or double sleeve member and the rear panel 38 of the tray member to position same in an upright condition with the lower edges of the tabs 96 resting on the top edge of the rear wall of the tray member to position the head panel vertically with respect to the articles being displayed.

A further advantage of this construction is in providing a simple and compact shipping arrangement. This condition is attained by folding the tabs 96 against the rear of panel 18 and then folding the upper portion of the panel 18 about a horizontal crease 98 to bring the upper portion of the panel 18 into engagement with the upper surfaces of the articles in the upper tier or channel 16. Apertures 99 in crease line 98 at its intersection with the crease lines of tabs 96 permit easy folding of the upper portion of panel 18. At this point, it can be noted that the width of the upper and lower panels 89 and 80 of the box-like marquee 20 are dimensioned to approximate the difference between the heights of the upper surfaces of the articles in the channels 14 and 16. Thus, when the upper portion of the head panel 18 is folded about crease 98, the front panel 82 of the marquee rests against the upper surfaces of the articles in the channels 14. Therefore, when the upper portion of the head panel 18 is folded about crease 98 the front panel 82 of the marquee rests against the upper surface of the articles in the channel 14. It is then a simple matter to provide a rectangular filler piece (not shown) so that the display unit may be packed in a rectangular carton and be properly reenforced at all points.

Having thus described the invention what is claimed as novel and desired to be secured by Letters Patent of the United States is:

1. A display device for decks of playing cards and like articles, said device comprising a first component member formed from an integral blank of sheet material, said first member having a base panel defining the vertical outline of said device and having front, side and rear walls formed of sheet material panels extending upwardly therefrom, said first member having a first article-receiving channel formed along its front side by a reversely folded panel extending from the upper edge of the front wall, an interconnecting panel extending from the reversely folded panel and overlying a portion of the base panel and a vertical panel folded upwardly from said interconnecting panel; a second component member of double sleeve construction disposed between said vertical panel and said rear wall with the front and rear sleeves thereof parallel to the first channel, said second member comprising a bottom panel overlying said base panel, a front panel extending upwardly to a height less than said vertical panel, a front top panel extending rearwardly therefrom approximately half the length of said base panel and a second vertical panel extending upwardly therefrom, said second vertical panel, said front top panel and the upper portion of the vertical panel of the first member defining an intermediate article-receiving channel, said second member having a rear panel extending upwardly from the bottom panel to a height substantially above said front top panel and less than the height of said second vertical panel, a rear top panel extending forwardly therefrom approximately half the length of said bottom panel, said rear top panel and the upper portion of said second vertical panel defining in part an upper article-receiving channel.

2. A display device for decks of playing cards and like articles, said device comprising a first component member formed from an integral blank of sheet material, said first member having a base panel defining the vertical outline of said device and having front, side and rear wall-forming panels folded upwardly therefrom, said side wall panels having flaps folded inwardly of said device and rearwardly of said rear wall panel, said flaps having means for locking same together to maintain the rear wall and the side walls in an upright position, said first member having a first article-receiving channel formed along its front side by a reversely folded panel extending from the upper edge of the front wall, an interconnecting panel extending from the reversely folded panel and overlying a portion of the base panel and a vertical panel folded upwardly from said interconnecting panel, inbent flaps extending from the front edges of said side wall panels which are embraced by the front panel and the reversely folded panel to maintain same in an upright position and a second component member of double sleeve

construction disposed between said vertical panel and said rear wall with the front and rear sleeves thereof parallel to the first channel, the upper panel of the forward sleeve being juxtaposed to and spaced above the base of the first channel and providing the base for an intermediate article-receiving channel and the top panel of the other sleeve being spaced rearwardly and further upwardly to provide the base of an upper channel of said display.

3. A display device for decks of playing cards and like articles, said device comprising a first component member formed from an integral blank of sheet material, said first member having a base panel defining the vertical outline of said device and having front, side and rear wall-forming panels folded upwardly therefrom, said side wall panels having flaps folded inwardly of said device and rearwardly of said rear wall panel, said flaps having interdigital means for locking same together to maintain the rear wall and the side walls in an upright position, said first member having a first article-receiving channel formed along its front side by a reversely folded panel extending from the upper edge of the front wall, an interconnecting panel extending from the reversely folded panel and overlying a portion of the base panel and a vertical panel folded upwardly from said interconnecting panel, said side wall panels having inbent flaps at their front ends which are embraced by the front panel and the reversely folded panel to maintain same in an upright position and a second component member of double sleeve construction disposed between said vertical panel and said rear wall with the front and rear sleeves thereof parallel to the first channel, said second member comprising a bottom panel overlying said base panel, a front panel extending upwardly to a height less than said vertical panel, a front top panel extending rearwardly therefrom approximately half the length of said base panel and a second vertical panel extending upwardly therefrom, said second vertical panel, said front top panel and the upper portion of the vertical panel of the first member defining an intermediate article-receiving channel, said second member having a rear panel extending upwardly from the bottom panel to a height substantially above said front top panel and less than the height of said second vertical panel, a rear top panel extending forwardly therefrom approximately half the length of said bottom panel, said rear top panel and the upper portion of said second vertical panel defining in part an upper article-receiving channel.

4. A display device for decks of playing cards and like articles, said device comprising a first component member formed from an integral blank of sheet material, said first member having a base panel defining the vertical outline of said device and having front, side and rear wall-forming panels folded upwardly therefrom, said side wall panels having flaps folded inwardly of said device and rearwardly of said rear wall panel, said flaps having interdigital means for locking same together to maintain the rear wall and the side walls in an upright position, said first member having a first article-receiving channel formed at its front side by a reversely folded panel extending from the upper edge of the front wall, an interconnecting panel extending from the reversely folded panel and overlying a portion of the base panel and a vertical panel folded upwardly from said interconnecting panel, said side wall panels having inbent flaps at their front ends which are embraced by the front panel and the reversely folded panel to maintain same in an upright position and a second component member of double sleeve construction disposed between said vertical panel and said rear wall with the front and rear sleeves thereof parallel to the first channel, said second member comprising a bottom panel overlying said base panel, a front panel extending upwardly to a height less than said vertical panel, a front top panel extending rearwardly therefrom approximately half the length of said base

panel and a second vertical panel extending upwardly therefrom, said second vertical panel, said front top panel and the upper portion of the vertical panel of the first member defining an intermediate article-receiving channel, said second member having a rear panel extending upwardly from the bottom panel to a height substantially above said front top panel and less than the height of said second vertical panel, a rear top panel extending forwardly therefrom approximately half the length of said bottom panel, said rear top panel and the upper portion of said second vertical panel defining in part an upper article-receiving channel and a head panel disposed between the rear panel of said second member and the rear panel of said first member and extending substantially above the upper channel, said head panel having a tubular box spaced above and overhanging at least the upper channel to give a marquee-like effect to the articles being displayed, said head panel having on each side thereof outwardly projecting flaps for engaging the upper edge of the rear panel of the first member to position said head panel above the articles being displayed.

5. A display device for decks of playing cards and like articles, said device comprising a first component member formed from an integral blank of sheet material, said first member having a base panel defining the vertical outline of said device and having front, side and rear wall-forming panels folded upwardly therefrom, said side panels having flaps folded inwardly of said device and rearwardly of said rear wall panel, said flaps having interdigital means for locking same together to maintain the rear wall and the side walls in an upright position, said first member having a first article-receiving channel formed along its front side by a reversely folded panel extending from the upper edge of the front wall, an interconnecting panel extending from the reversely folded panel and overlying a portion of the base panel and a vertical panel folded upwardly from said interconnecting panel, said interconnecting panel having partitions struck therefrom and folded upwardly adjacent each end, said vertical panel having a partition struck therefrom and folded inwardly of said channel, said partitions separating the first channel along its length into article-receiving pockets, said vertical panel further having forwardly folding flaps for supporting same in an upright position, said side wall panels having inbent flaps at their front ends which are embraced by the front panel and the reversely folded panel to maintain same in an upright position, and a second component member of double sleeve construction disposed between said vertical panel and said rear wall with the front and rear sleeves thereof parallel to the first channel, said second member comprising a bottom panel overlying said base panel, a front panel extending upwardly to a height less than said vertical panel, a front top panel extending rearwardly therefrom approximately half the length of said base panel, and a second vertical panel extending upwardly therefrom, said second vertical panel, said front top panel and the upper portion of the vertical panel of the first channel defining an intermediate article receiving channel, said second member having a rear panel extending upwardly from the bottom panel to a height substantially above said front top panel, and less than the height of said second vertical panel, a rear top panel extending forwardly therefrom and meeting said second vertical panel, an intermediate supporting panel folded downwardly from the rear top panel in contacting relation with said second vertical panel and extending to the bottom panel and having a gluing flap overlying the bottom panel, said gluing flap and the contacting portions of said intermediate panel and said second vertical panel being respectively secured by adhesive means, said rear top panel and the upper portion of said vertical panel defining in part an upper article-receiving panel, spaced partition cards interdigitally received by upper portions of said second vertical panel, said cards respectively resting upon both the

front top panel and the rear top panel to separate the intermediate and upper channels along their lengths into article-receiving pockets, the rear and front panels of said second member having inbent flaps entering the front and rear sleeves of said second member to give rigidity thereto, and a head panel disposed between the rear panel of said first member and extending substantially above the upper channel, said head panel having a tubular box spaced above and overhanging at least the upper channel to give a marquee-like effect to the articles being displayed, said head panel having flaps projecting from either side thereof and foldably separated from said head panel by crease lines to engage the upper edge of the rear panel of said first member and position the head panel vertically of the articles being displayed, said head panel having horizontal crease lines separating same into upper and lower portions, said last-named flaps being reversely foldable against the rear of said head panel to enable the upper portion of said head panel to be folded against

articles displayed in said upper channel, the depth dimension of said tubular box approximating the difference in height between the front top panel and rear top panel of said second member whereby the front panel of said tubular box will bear against articles in said intermediate channel when the upper portion of the head panel is folded about said horizontal crease line in shipping of articles packed in said display devices.

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