

May 10, 1932.

G. B. ALLEN
DISPLAY CONTAINER

1,857,231

Filed Aug. 17, 1931

2 Sheets-Sheet 1

Fig. 1.

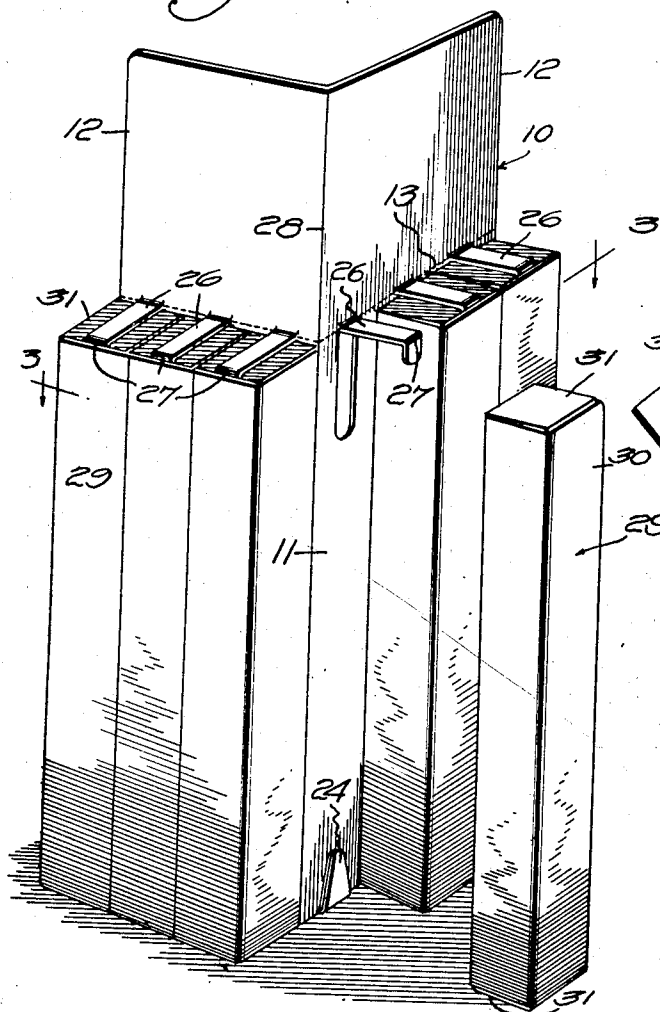


Fig. 3.

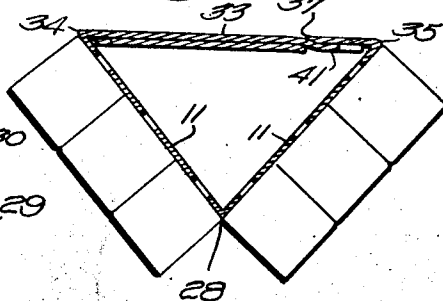
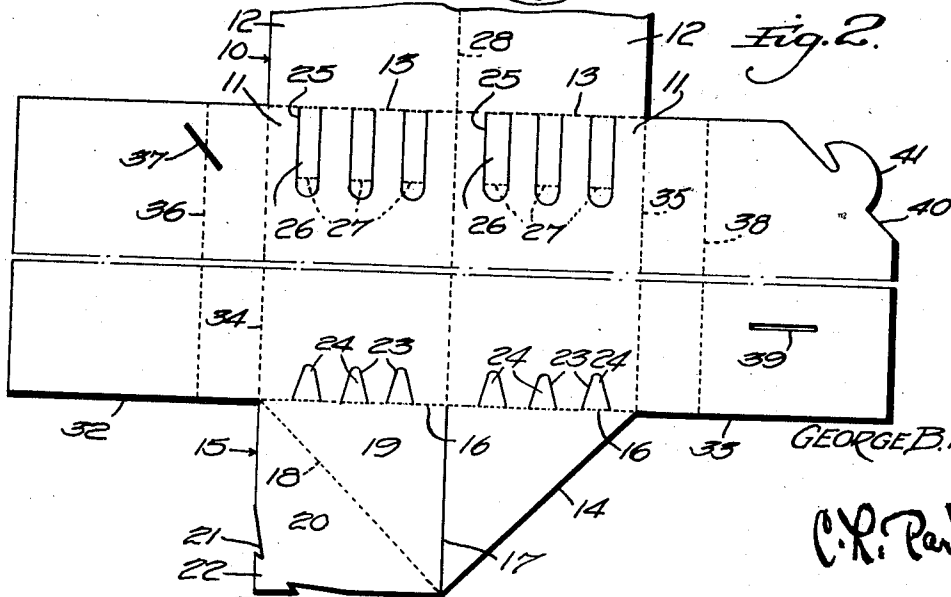


Fig. 2.



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2 Sheets-Sheet 2

Fig. 4.

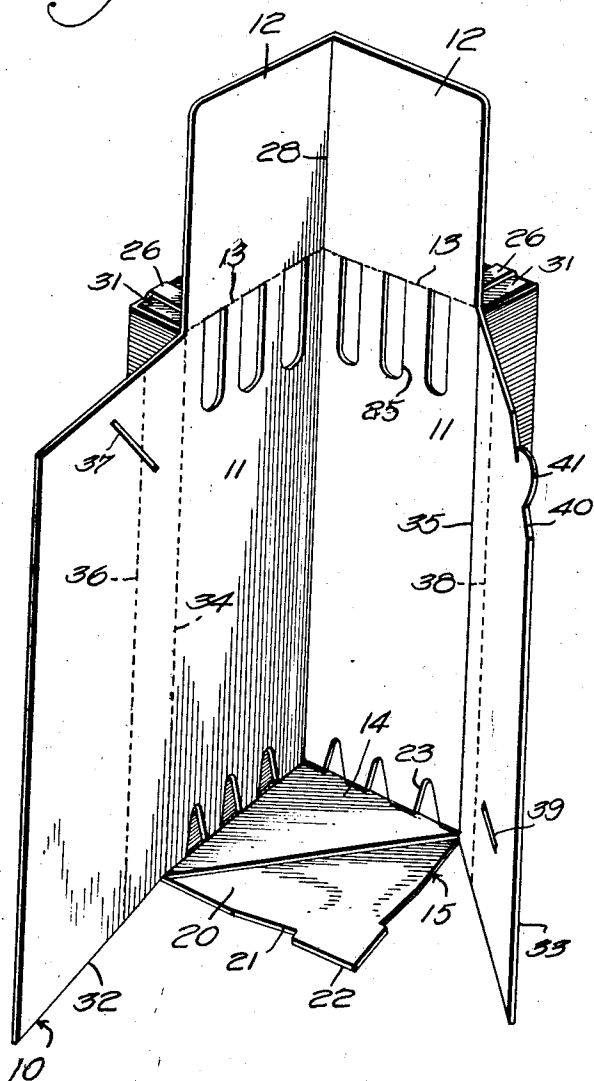


Fig. 5.

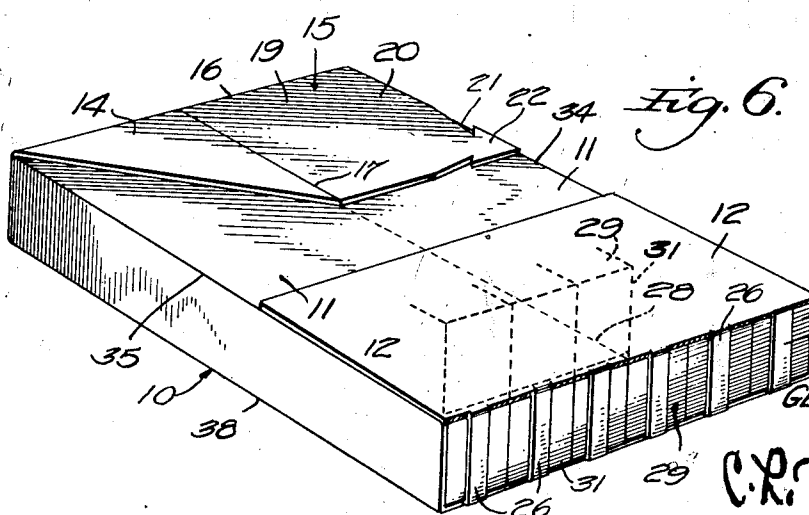
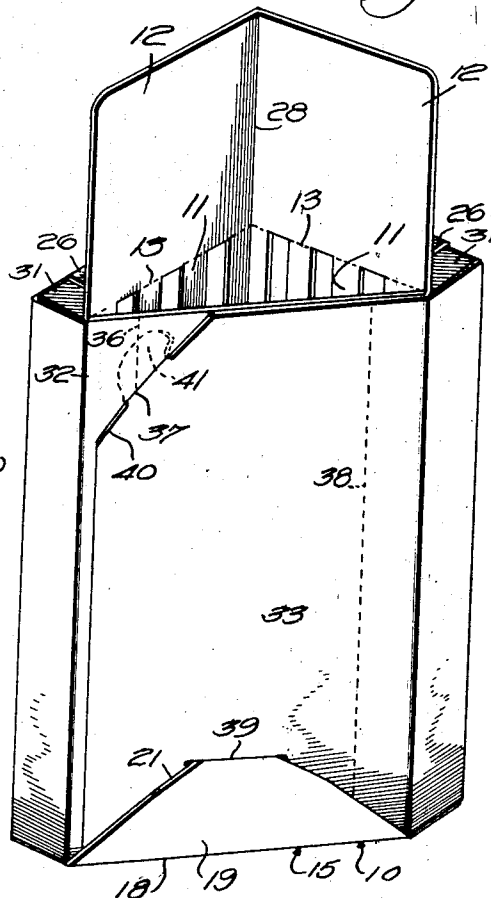


Fig. 6.

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UNITED STATES PATENT OFFICE

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DISPLAY CONTAINER

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This invention relates to display containers, and more particularly to a device for displaying merchandise for sale on a store counter or similar place.

5 An important object of the invention is to provide a device preferably formed of card board or similar material which is adapted to serve as a carton for articles or packages, and to be properly folded to form an attractive display device for the articles or packages.

10 A further object is to provide a display container which is adapted to contain the same number of articles or packages as the device is adapted to display and to act as protecting means for the articles during shipment.

15 A further object is to provide a device of the character referred to which displays the articles in two different directions, thus providing an attractive display of the articles, and which takes up only a small amount of counter space.

20 A further object is to provide a display device having a rigid top portion extending above the articles and adapted to carry suitable ornamentation and advertising matter, the top portions being adapted for folding when the device is used as a container, and being self-supporting when the device is employed as a display means.

25 A further object is to provide a display device which requires no easel or other supporting means and which forms an efficient protecting carton for the articles when folded.

30 A further object is to provide a device of the character referred to which is economical to manufacture and which is easily set up without the use of glue or other fastening means.

35 Other objects and advantages of the invention will become apparent during the course of the following description.

40 In the drawings I have shown one embodiment of the invention. In this showing,

45 Figure 1 is a perspective view showing the device assembled for display purposes, one of the articles being shown separated from the device,

Figure 2 is a plan view of the blank from which the device is folded to provide a container or display device, parts being broken away,

Figure 3 is a section taken substantially on line 3—3 of Figure 1,

Figure 4 is a perspective view of the rear side of the device partly folded,

Figure 5 is a similar view showing the device completely folded, and,

Figure 6 is a similar view showing the device used as a protecting carton for the articles or packages.

Referring to the drawings, the numeral 10 designates the body of the device as a whole, illustrated in blank form in Figure 2. The body includes a central portion comprising vertical article carrying panels 11 having end portions 12 extending therebeyond and adapted to receive suitable ornamentation or advertising matter. A scored line 13 divides the panels 11 from the end portions 12, and the latter are arranged at the top of the device when the device is folded in vertical position as shown in Figures 1, 4 and 5.

A triangular tab 14 is carried by the other end of one of the panels 11, while a substantially square tab 15 is carried by the corresponding end of the other panel 11. A scored line 16 divides the panels 11 from the tabs 14 and 15. These tabs are completely separated from each other by cutting the blank along the line 17 shown in Figure 2, and the tab 15 is divided by a diagonal scored line 18 to form triangular portions 19 and 20 the former of which may be identical in shape and size to the tab 14. One corner of the triangular portion 20 is notched as at 21 to form a locking tongue 22, for a purpose to be described.

The panels 11 are cut through on lines 23 to form tabs 24 the bases of which are formed by the scored line 16. These tabs correspond in number and position to the article to be displayed, as will become apparent. The panels 11 also are cut on lines 25 to form elongated tabs 26, corresponding in number and position to the tabs 24, and are scored along lines 27 adjacent their free ends for a purpose to be described. The scored line

13 forms the bases of the tabs 26 whereby the latter are adapted to be bent along such scored line.

It will be apparent that the panels 11 and the top members or extensions 12 form the main body of the device, and this body is scored along the line 28 to permit the body to be bent to the angular form shown in Figures 1, 3, 4 and 5. When the body is bent in the manner referred to, the panels 11 are employed as display panels for articles or packages to be sold, the articles being illustrated in the present instance as comprising pasteboard or similar containers 29 having side walls 30 forming the body of the package and closed at its ends by tabs 31. These tabs may be oppositely arranged, and the tabs 24 of the present device are adapted to be received between the lower tabs 31 and the adjacent side walls 30 of the package, while the extremities of the tabs 26 are adapted to be similarly received in the upper ends of the packages 29.

The tabs 24 need be offset outwardly from the panels 11 only a sufficient distance to permit one of the side walls 30 of each package to be received rearwardly of the tabs 24. Accordingly the packages are sufficiently supported by the tabs 24, and the packages are spaced against the panels 11 by bending the tabs 26 outwardly, placing the lower ends of the packages in position with respect to the tabs 24, and then bending the tabs 26 along the scored lines 27 to permit the extremities thereof to be inserted in the upper ends of the packages. As will be referred to later, the packages may be placed in the positions described at the point of shipment, and need not be disturbed when the device is folded into the form of a display device.

At opposite sides of the main body of the device, the blank is provided with extensions 32 and 33 divided from the main body by scored lines 34 and 35 respectively, these lines forming the outer limits of the panels 11, as will be apparent. The extension 32 is further scored as at 36 along the line parallel to the line 34 and spaced therefrom a distance substantially equal to one dimension of the package 29. The extension 32 also is provided with a diagonal opening 37 stamped therethrough for a purpose to be described.

The extension 33 also is scored as at 38 along the line corresponding in purpose to the line 36, being arranged parallel to the line 35 and spaced therefrom a distance substantially equal to one dimension of the package 29. The extension 33 is provided with an opening 39 stamped therethrough to receive the locking tongue 22 in a manner to be described. One corner of the extension 33 is cut diagonally as at 40 and is provided with a projecting locking tongue 41 adapted to be received in the slot 37.

The operation of the device is as follows;

The articles are assembled and fastened to the tongues shown in Figure 2, as previously described, whereupon the tabs 14 and 15 and the extensions 12 are bent beneath the main body of the device, as shown in Figure 6, the device being inverted in this figure for the purpose of illustration. The extensions 32 and 33 are then bent upwardly along the scored lines 34 and 35 and thence inwardly along the lines 36 and 38 to be arranged against the packages at the sides thereof opposite the main body.

A number of the devices thus assembled are packed in a suitable shipping carton, and it will be apparent that each device affords protection for the articles therein, wholly independently of the protection afforded by the outer carton. The device is shown in the present instance as being adapted to support three packages against each panel 11, three of the packages when spaced side by side corresponding in width to the width of each panel. Thus when one of the devices is assembled, the packages lie side by side in contact with each other in a single layer. Inasmuch as the scored line 28 of both the panels 11 and projections 12, and the line 17, lie in a common plane, unfolded, as shown in Figure 6, with the opposite side of the carton open along the line between the extensions 32 and 33, it will be apparent that the device may be folded over along the line 28 whereby the packages will be arranged in two layers as suggested in dotted lines in Figure 6.

When the devices with the packages therein are received by the retail dealer and it is desired to display the packages, the projections 12, tabs 14 and 15 and extensions 32 and 33 are opened outwardly so that the device assumes its original shape. The tabs 14 and 15 are then bent inwardly along the line 16, and the main body of the device is bent along the scored line 28, the tab 14 overlying the tab 15 with all of the parts assuming the positions shown in Figure 4. If the tab 14 and tab portion 19 are right triangles, the panels 11 will be arranged at right angles to each other, as shown in Figure 3, the tab 14 closing the space between the lower ends of the panels 11.

The extensions 32 and 33 are then bent inwardly along the lines 34 and 35, each extension lying flat without being bent along the lines 36 and 38. The initial bending of the extensions is illustrated in Figure 4, and the bending along the lines 34 and 35 is continued until the extensions are substantially coincident with the vertical plane of the rear edge of the flap 14. The extensions 32 and 33 thus assume the position shown in Figure 5, whereupon the locking tongue 41 is inserted in the slot 37. The tab portion 19 is then bent upwardly along the scored line 18 shown in Figure 2, and the locking tongue 22 is inserted in the slot 39. It will be apparent,

of course, that the extension 32 is folded beneath the extension 33 to permit the locking tongues to be inserted in their respective slots.

The assembling of the device thus will be completed, and the device is provided with a flat bottom which serves as an effective support without the use of an easel or similar supporting means. The display device may be placed upon a counter with the panels 11 turned outwardly and the extensions 32 and 33 substantially parallel to the front edge of the counter, and accordingly it will be apparent that the articles will be displayed from two different directions to render them readily apparent to prospective customers. The attractiveness of the device may be enhanced by placing suitable ornamentation upon the vertical extensions 12, and in this connection, it will be noted that the upper ends of these elements need not be square as shown in the drawings, but may be irregular or otherwise ornamental.

While the vertical projections 12 are adapted to fold against the panels 11 when the device is used as a carton, as shown in Figure 6, it will be apparent that they will be held rigidly in position when the article is used as a display device since the projections 12 will be arranged at an angle to each other whereby each adequately supports the other. It also will be apparent that the space within the device, as shown in Figure 3, may be employed for holding additional packages which may be dispensed first to permit the articles on display against the panels 11 to remain undisturbed.

When used as a display stand, the device requires very little space on the top of a counter or show case. The device is readily set up without the use of glue or other securing means. Since the device is made of a single piece of flat pasteboard or similar stock, it will be obvious that it may be very cheaply manufactured.

It is to be understood that the form of the invention herewith shown and described is to be taken as a preferred example of the same and that various changes in the shape, size and arrangement of parts may be resorted to without departing from the spirit of the invention or the scope of the subjoined claims.

I claim:

1. A combined container and display device comprising a pair of parallel panels connected at their longitudinal edges and adapted to be bent at an angle with respect to each other, a longitudinal projection carried by each panel, said projections being connected at their adjacent longitudinal edges to each other and at one end edge to the respective panels and adapted to be bent along such edges, means carried by the panels for securing articles thereto, and lateral projections connected to the outer longitudinal edges of the panels and adapted to be bent

with respect thereto to overlie the articles, said lateral projections being also adapted to be bent back of the panels for connection with each other when the panels are bent at an angle to each other at their connected edges.

2. A display device comprising a pair of panels connected at their longitudinal edges, a longitudinal projection carried by each panel and connected thereto along a common line upon which said projections are adapted to be bent back against the panels, said projections being connected to each other along a line common to the line of connection between said panels and adapted to be bent therewith along such line whereby said panels assume angular positions with respect to each other, and means for connecting the free edges of the panels to each other when they are in such angular positions.

3. A display device comprising a pair of panels connected along a straight line at their adjacent longitudinal edges, a longitudinal projection carried by each panel and connected thereto on a common line along which said projections are adapted to be bent back against the panels, said projections being connected to each other along a line common to the line of connection between said panels and adapted to be bent therewith along such line whereby said panels assume angular positions with respect to each other, and an extension carried by each panel at its outer longitudinal edge, said extensions being provided with interlocking means whereby they are adapted to fix said panels in such angular positions.

4. A display device comprising a pair of panels connected along a straight line at their adjacent longitudinal edges, a longitudinal projection carried by each panel and connected thereto on a common line along which said projections are adapted to be bent back against the panels, said projections being connected to each other along a line common to the line of connection between said panels and adapted to be bent therewith along such line whereby said panels assume angular positions with respect to each other, extensions carried by said panels at their outer longitudinal edges and adapted to be connected to each other to fix said panels in such angular position, and tabs carried by the lower ends of said panels and adapted to be connected to each other when said panels are in such angular positions to form a bottom support for the device lying substantially in a plane at right angles to the planes of said panels.

5. A device constructed in accordance with claim 4 wherein said tabs are connected to said panels along coincident lines at right angles to the line of connection between said panels, one of said tabs and one of said extensions being provided with means for con-

necting them together when said tabs are in supporting position.

6. A combined container and display device comprising a pair of parallel panels connected along a straight line at their longitudinal edges, a longitudinal projection carried by each panel, said projections being connected to the panels on a common line and being adapted to be bent along such line to lie against the panels, said projections being connected to each other on a straight line coincident with the line of connection between said panels and adapted to be bent therewith along such line whereby said panels assume angular positions with respect to each other and each lies in a common plane with its associated projection, the lower ends of said panels terminating on lines at right angles to the line of connection between the panels, and extensions carried by the outer longitudinal edges of said panels on lines parallel to the line of connection between said panels and adapted to be bent along such lines and to be connected to each other to fix said panels in said angular relative positions, each extension being scored along a line spaced from and parallel to its line of connection with the associated panel whereby it is adapted to be bent around articles carried by the panels.

7. A device constructed in accordance with claim 6 wherein each panel is provided with stamped out tabs adapted to be inserted into a plurality of articles to support them in substantially fixed positions with respect to said panels.

8. A device constructed in accordance with claim 6 wherein each panel is provided adjacent its bottom end with a tab adapted to be inserted in a portion of an article adjacent the panel, each panel being further provided adjacent its top with an elongated tab arranged in alinement with said last named tab and adapted to overlie the upper end of the article and to be inserted in a portion thereof spaced from the panel.

9. A blank for a combined container and display device comprising a single sheet of material having a portion forming a main body scored vertically to divide it into longitudinal portions adapted to be bent with respect to each other, said main body being further scored along a transverse line to divide each longitudinal portion into a panel and a projection adapted to be bent along the scored line therebetween to permit them to lie against each other, each panel having its lower edge terminating in a straight line coincident with each other whereby said panels will be self-supporting when bent at an angle to each other, said sheet of material being further scored along lines at the outer extremities of the panels to divide them from lateral extensions adapted to be bent along said last named lines and to overlie each other when the panels are arranged angularly

with respect to each other, each extension being further scored along the line spaced from said last named scored lines whereby it is adapted to be bent around articles carried by one side of said panel.

10. A blank constructed in accordance with claim 9 wherein each panel is provided adjacent its upper and lower ends with tongues adapted to be inserted in articles arranged against the panels, the sheet of material being scored along the bases of the tongues to permit them to be bent outwardly with respect to the sheet.

11. A blank constructed in accordance with claim 9 wherein said sheet is further provided with tabs connected to the lower ends of said panels and is scored along coincident lines to divide the tabs from the panels, said tabs being provided with portions adapted to interlock when said panels are arranged at an angle with respect to each other and said extensions overlie each other.

In testimony whereof I affix my signature.

GEORGE B. ALLEN.